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★ MANAGER, HARRY LYONS
Managing Editor, G. V. WADE

Branch Office
103 LeFLECHE BLDG.
EDMONTON, ALTA.
Phone 42711

Monarch Publishing Company is pleased to present this first edition of the Alberta Business Directory.

In a little less than nine months we have managed to compile, edit and print information on 124 cities, towns and villages in Alberta. The speed with which this has been done can be credited to two things, the co-operation we received from the various town clerks in the centres covered and the co-operation of the Department of Economic Affairs of the provincial government. We wish to take this opportunity of thanking the many people who helped in the compiling of information, pictures, etc.

In this directory we have tried to give as accurate listings as possible on each of the centres we cover throughout the province. In most cases the completed writeup has been returned to the town clerk or board of trade for checking errors or omissions and making additions to the story.

In this way we have tried to avoid errors, but, as is the case in publications this size, errors are liable to happen. Every effort has been made to ensure that the information is correct but no responsibility will be accepted by the publishers in the case of errors or omissions.

A third item has helped to make this directory a success, that is the interest and co-operation of the advertisers. Without these there would be no directory and Monarch Publishing Company wishes to thank the more than 800 businessmen who are advertisers and hope that they enjoy the directory and get good use out of it.

In closing we wish to say that any town or village council which wishes reprints of their section may contact this company at the above address. If your town would like to have a greater representation in the next directory contact this office and an effort will be made to provide for more space.

Monarch Publishing Company

Head Office

202 Glengarry Bldg.
Saskatoon, Sask.

Branch Office

103 LaFleche Bldg.
Edmonton, Alberta

PUBLISHERS OF THIS

BUSINESS DIRECTORY OF 124 ALBERTA CENTRES

DESCRIPTIONS

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PROVINCIAL INFORMATION

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The Province of Alberta

From Facts & Figures by the Alberta Bureau of Statistics

ALBERTA, covering 255,285 square miles, lies between the Province of Saskatchewan and the Rocky Mountains. Alberta is a plateau averaging more than 300 miles from east to west and 800 miles south to north. The southern part of the province is in the dry treeless prairie belt changing to the north into a zone of poplar interspersed with open prairie. This gives way to mixed forests covering more northern parts. The Pre-Cambrian rocks enter Alberta at its north-east corner so that, excepting the fringe of mountainous country on its western border, practically the whole of the province is overlaid by sterile soil of great depth.

Despite the wide-spread impression that the Canadian prairies are nearly level, actually this region might better be described as a very wide inclined plain deeply cut by rivers and marked by plateaux and merging in the west with the foothills of the Rocky Mountains.



Scenery Unspoiled in Alberta

Alberta may be divided roughly into three grand divisions which shade one into the other. The first division is treeless, rolling prairie covered naturally with short grass and extending for more than 200 miles north of the International Boundary to about the Red Deer River. It is watered by the Old Man, St. Mary's, Bow and Red Deer Rivers.

The central division is mostly park-like country, a succession of wide ridges and broad valleys freely interspersed with lakes and streams and covered with belts of timber which give the landscape a pleasing and hospitable appearance. Drainage is by the North Saskatchewan River with its numerous tributaries.

The Northern Division comprises about half the province. This is a region of great rivers, lakes and forests broken by tracts of open prairie like the Grande Prairie district and the wide sweeping terraces of the Peace River Valley. Three river systems, the Athabaska, Peace



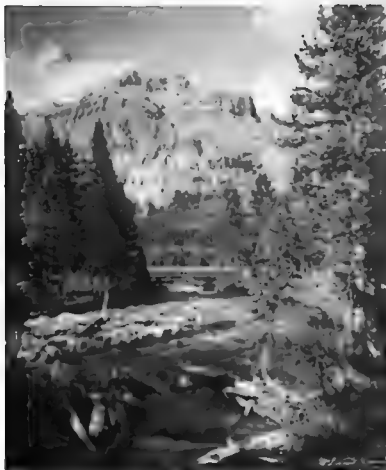
Southern Alberta Cattle Ranch

and Hay, drain this area. The Athabaska and Peace systems drain into the basin of Lake Athabaska which in turn is emptied by the Slave River northward into Great Slave Lake, the source of the Mackenzie River.

Alberta has two marked features; the great valley of the Peace River, that has resulted in the settlement farther north than in any other part of Canada; the wonderful grazing lands in the foothills district which, rising sharply on the west, commence the ascent that continues to the very peak of the Rocky Mountains. The southern half of the province rising towards the west, lies at a general elevation of 2,000 to 4,000 feet. But in the northern half the slopes descend until elevations well under 1,000 feet are reached at Lake Athabaska in the northeast corner.



Coal Mining is what brought some of the first settlers to Alberta. Here are phases of the mining operations as shown.



Alberta's Mountain Building

Alberta has the most extensive coal resources of any of the provinces and has become the leading producer of petroleum and natural gas. Lumbering is important in the more mountainous western part and in the north. Because of the amount of good arable land, agriculture has long been the main activity of the population. In the southern prairies there are considerable areas where the quantity and distribution of the natural precipitation makes permanent agriculture precarious, and in these areas a number of large irrigation projects

have been developed taking their water supply from rivers rising in the mountains that form the western boundary of the province.

The climate of Alberta is a particularly pleasant one, cooler in summer than the more eastern parts of the country and tempered in winter by the chinook winds.

On the prairies in winter, while all cold spells are caused by an outbreak of Polar air, this air may pass quickly south-eastward to be replaced by a flow of much milder air from the west or southwest. On the

other hand the steady flow of very cold air crossing the Polar Seas into Canada during a cold spell may last for several weeks with little relief. There have been years where a month has averaged more than 25 degrees warmer than normal over a large area of Alberta. The character of the winter period is therefore very variable from year to year, and is dependent upon the path and direction of the air flowing through the Polar regions and the amount of pre-cooling which it has undergone before reaching the prairies.

Great variations in summer temperatures are reflected in the lack of dependability in rainfall. Great day-time heat is generally the accompaniment of drought. Contrariwise, although the advent of cool waves may bring welcome rainfall they may also bring scattered frosts. Only a limited portion of the southern prairies has an average continuously frost-free period of 100 days or more. This period diminishes northward to less than 70 days immediately north of the North Saskatchewan River. There are many local anomalies both above and below the general average length of the frost-free period of each district.

The general effect is to limit seriously the character of plants which may be successfully grown on the prairies. Coarse grains, which can withstand light frosts at the beginning of the season and suffer only a lowering of quality by light frosts just prior to harvesting, are the principal crops. Except in Alberta the menace of frosts elsewhere than along lakes or rivers, becomes very



The Peace River Valley

serious north of the North Saskatchewan River, even to those crops. In Alberta districts frost-free periods averaging 90 to 100 days may be found as far north as the Peace River Valley, if attention is paid to local air-drainage.



Calgary Peace River Valley

One of the most striking features of the weather of this region occurs in winter. This is the spectacular change from bitter cold to comparative warmth, generally called the "Chinook". It is most pronounced in southern Alberta. The contrast between temperatures of one day and the next may be very striking. The effect of the Chinook is not usually so spectacular in the Edmonton area but if the Pacific air spreads over the whole of the prairies a general mild spell is produced which is a welcome relief from the cold wave which preceded it.

The southern prairies in direct contrast with the Pacific Coast have a rainy season from late May to early September and a dry season during late autumn, winter and early spring. The rainfall, moreover, is not dependable from year to year. It is principally caused by the action, in summer, of cool waves from the Arctic regions moving southward. These lift warm moist air which accumulated on the prairies. The cooling due to the lifting may produce general rains or thunder showers. General rains, the more unusual phenomenon, come from the lifting of extensive moist air masses northward from the Mississippi Valley and adjoining regions. Local showers, more common, arise from the local ascent of warm moist air into a dry cold air mass. Failure of frequent excursions of cool northern air into the southern prairie regions during the summer season produces drought. The

districts most subject to drought extend from southeastern Alberta into southwestern Saskatchewan. By contrast the Red River Valley of Manitoba and the Edmonton district of Alberta have the most dependable precipitation. The highest annual precipitation in Alberta occurs in the foothills of the Rockies where it ranges from 20 to 25 inches.

Planting of wheat sometimes begins in southern Alberta in late March and generally proceeds at successively later dates eastward and northward. If sowing is accomplished in good time, early commencement of rains is generally imperative if a good yield of grain is to be expected. It is not unusual, however, for spring rains to be disappointingly light or spotty and June may commence with little rain. Crops then depend on July rains and if these are again poor and scattered the results are disastrous. Only less so are those years when the early summer rains cause rapid growth and high hopes which are dashed by heat and drought in July. Drought or years of little rain appear on the average to be associated with the time of sun spot maximum, while good rains appear to be associated with years at or near the minimum of sun spots. There is, however, no regular or dependable correlation with the course of the sun spot period and therefore no seasonal predictions can be made to assist the western farmer in planning his annual operations. Statistically there appears no proof that sun spots cause weather anomalies but some common causes may produce the correlated changes in both sun spots and climatic factors.



Edmonton



Each year farmers reap a rich harvest of golden grain

AGRICULTURE IN ALBERTA

AGRICULTURE may be said to have begun in Alberta in 1779 when Peter Pond, an original partner in the North-West Fur Trading Company planted a "kitchen garden" near Lake Athabasca. The fur trade presented problems of unbalanced traffic. The trade goods and provisions required to maintain trading posts were bulky and heavy in relation to furs taken out. Hence it was natural that attempts should be made to reduce the inward load by producing food at the posts. In 1841, Sir George Simpson, governor of the Hudson's Bay Company visited the fur producing country and shrewdly assessed the possibilities for agriculture. On his return to London he gave his personal attention to the development of farming at fur trading posts.

The arrival of the North-West Mounted Police in 1874 made possible the development of cattle ranching in southern Alberta. The early herds were driven in from the United States, but improvement was made later through the importation of quality sires from the United Kingdom.

The general settlement of the country could not be undertaken, however, until railways had been built or were in prospect and a market for the farm commodities that would be produced was assured. The Canadian Pacific Railway was built through Alberta in 1885 and was completed through the mountains in 1885. In the same year a narrow-gauge railway was completed from Medicine Hat to Lethbridge. The Calgary-Edmonton line was opened in 1891 and extended south to Fort McLeod. In 1905, a second trans-continental railway reached Edmonton via Lloydminster and branch lines were projected eastward from Lacombe and Wetaskiwin.

The development of markets was a slow process. The first shipment of cattle to the British market took place in 1866 but returns were low and the effort was not sustained. A majority of the homesteaders first located between Calgary and Edmonton. They produced oats, hay and general farm produce such as butter and eggs.

The development of mining in the Kootenay Region of southern British Columbia, provided the first substantial market for farm commodities produced in Alberta. Cattle were driven in for slaughter in the early nineties. By 1897, communications between the mining districts had been developed as part of the Canadian Pacific Railway system. In that year, a general reduction of railway rates permitted the area as far away as Edmonton to compete with the United States in the market for oats, hay, butter, meats, etc.

The importance of the Kootenay market at this time cannot be over-emphasized. It made possible the successful establishment of flour-milling and pork-packing industries at Calgary and Edmonton as well as butter and cheese factories at local points. Later the Klondike gold rush was supported in part with provisions from Alberta farms.

The agricultural economy of the province grew steadily through the early 1900's with the war of 1914-18 giving it a boost in all directions.

Economic depression in the early thirties almost arrested the development that had taken place over the previous forty years. The number of persons living on farms increased about 7 per cent between 1921 and 1936 while the area in farms increased about 8 per cent.

Farm income from the sale of livestock and livestock products increased in relation to income from field crops.

However, it was in this period that the adjustment of agriculture to Alberta's physical and climatic environment was pretty well completed. Those fortunate enough to locate in average or better farming areas had generally worked out their adjustment problems without special assistance. Unadvised settlement in regions marginal or submarginal in relation to the type of farm organization adopted, created acute problems. In some parts of the semi-arid area the development of irrigation ended the settlers' struggle with drought.

In general the agricultural industry in this province has been characterized by abundant land resources in relation to the number of people on farms which resulted in a demand for additional farm labour at seed time and harvest. The organization of the "harvesting excursion" in Eastern Canada became an annual event. Partly as a consequence of an unbalanced labour situation farms have been mechanized as rapidly as available equipment



An average farm and home in Alberta

age annual precipitation varies from 11 inches in the extreme south-east to 14 inches in the west and north boundaries. While most of the rainfall comes during the growing season, year to year variability is high. The lack of moisture in the brown soils zone seriously limits crop production in about one-half the years.

Late spring or early fall frosts do not often limit production in the south of this zone. The growing period is estimated to be about 145 days at Medicine Hat. This permits the production of a wide range of crops under irrigation. But in the north frost in the fall is frequently a limiting factor.

Wheat is the predominating dry land crop on the brown soils, a wheat-fallow or wheat-wheat-fallow rotation being generally followed.

The land that is unsuitable for cultivation is devoted to the production of cattle and sheep range conditions. The carrying capacity of these lands is relatively low but the nutritive value of the grasses produced is high.

The Dark Brown Soils: The dark brown soils zone is chiefly short-grass prairie dotted with small tree clumps. It contains nearly 14 million acres of which 9 million are classed as good to fair arable, and one and one-half million as poor to fair arable.

The most extensive wheat growing regions in Alberta are in the dark brown soils zone. Three-quarters of the area seeded to cereals is generally devoted to wheat production. In the south, wheat growing or cattle ranching are conducted as specialties, in the west and north a considerable degree of mixed farming is practiced.

The Black Soils: The black soils are "parkland country" and are the most productive in the province. They occupy about 10 million acres of which 7.5 million are fair to good arable.

Most of this zone lies in the area that receives an average precipitation of 17 to 18 inches annually. The length of the growing period varies from 130 days south-east of Edmonton to 100 days in the north and east.

The black soils are adapted for mixed farming, and here dairying and the production of swine are most highly developed. The trend in this direction is more noticeable year by year.



A herd of good Anshores



Canadian Sugar Refinery Ltd. plant at Raymond

and farm finances have permitted. The big steam outfits of early days were followed by the greatly modernized mobile power units of the twenties and the wide range of power equipment that became available after the Second World War.

It is estimated today that 66 million acres of land (45 per cent of the total land area) might one day be utilized for agricultural purposes. About 30 million acres are classed as good to fair arable land and another 10 million acres as fair to poor arable. In 1951 there were 44,450,632 acres of land in occupied farms with 22,371,044 acres improved.

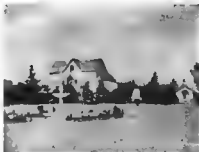
On the basis of suitability for Agriculture, Alberta may be divided into four zones each containing a characteristic soil type: namely brown (irrigated and dry land), dark brown, black and grey wooded. The soils in each zone often vary a great deal within a short distance and for the most part the change in soil types between zones is gradual. Nevertheless, distinct types of agriculture have been developed in each zone as a result of differences in soil fertility and climate, especially rainfall and temperatures during the growing season.

The Brown Soils: The brown soils zone is semi-arid prairie and occupies about 12.5 million acres. Two million acres are classed as fair to good arable land and four million as poor to fair.

Inadequate precipitation is the principal limiting factor to crop production on the brown soils. The aver-



A new home in an irrigated district at Southern Alberta



A well landscaped farm home

The Grey Wooded Soils: Including the Peace River transition soils, the grey wooded soils comprise about 119 million acres. The total area presently occupied or available for settlement is estimated at 25 million acres of which 15 million might be arable

The shortness of the growing season in this area limits the varieties of crops that can be grown. In small areas the average period when the temperature is above 39 degrees in the spring and fall is 110 days, but a major part of the zone averages 100 days or less with some parts under 75 days

Irrigation. Lands now irrigable in Alberta, excluding private projects, total 649,000 acres. Under present proposals, water will be made available for a further 450,000

acres when the St. Mary's and Milk River Project now in course of construction is completed. Most of this development is in the brown soils zone with the remainder on dark brown soil

There are four main types of irrigated farms, namely, grain, livestock, specialty crops and mixed farming types. Wheat occupies a total of 45 to 55 per cent of all crop land seeded, and the production of livestock is well distributed on both a specialty and mixed farming basis. Cattle and sheep are also brought in from adjoining range land and finished. Specialty crop production is centred near facilities for processing—sugar beets at Raymond, Picture Butte and Taber; canning crops at Lethbridge, Taber and Brooks, and vegetables for freezing at Lethbridge



New and Old Sources of Wealth

The Government of the Province of Alberta

THE CABINET

| | |
|-----------------------|--|
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| Hon. DR. W. C. CROSS | Minister of Health |
| Hon. A. J. HOOKE | Minister of Municipal Affairs, Provincial Secretary |
| Hon. GORDON TAYLOR | Minister of Highways, Telephones |
| Hon. A. O. AALBORG | Minister of Education |
| Hon. L. C. HALMRAST | Minister of Education |
| Hon. N. A. WILLMORE | Minister of Lands and Forests |
| Hon. R. D. JORGENSEN | Minister of Welfare |
| Hon. E. W. HINMAN | Provincial Treasurer |
| Hon. JAMES HARTLEY | Minister of Public Works |
| Hon. FRED COLBORNE | Minister Without Portfolio |
| Hon. RUSSELL PATRICK | Minister of Economic Affairs |
| Hon. RAYMOND REIERSON | Minister of Industries and Labor |

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|----------------------|--------------------|-----------|----------------------|----------------------------|-----------|
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| Hon. A. O. Aalborg | Alexandra | S.C. | Michael Maccagno | Lat. La. Boche | Lib. |
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| Bryce C. Stringham | Bow Valley-Empress | Ind. | Hon. Peter Dawson | Little Bow | S.C. |
| Earl Hardy | Bruce | S.C. | James Hartley | Macleod | S.C. |
| F. C. Colborne | Calgary | S.C. | Mrs. J. L. Robinson | Medicine Hat | S.C. |
| Arthur Dixon | Calgary | S.C. | Ross Ellis | Okotoks- High River | Lib.-P.C. |
| Hugh J. MacDonald | Calgary | Lib. | Fred J. Niddrie | Olds | S.C. |
| Grant MacEwan | Calgary | Lib. | William Gilliland | Peace River | S.C. |
| Arthur R. Smith | Calgary | P.C. | Hon. K. D. Jorgenson | Pembina | S.C. |
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| Chester Sayers | Camrose | S.C. | Glen Johnston | Ponoka | S.C. |
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| Hon. Dr. W. W. Cross | Head Hills | S.C. | | | |

S.C.—Social Credit; Lib.—Liberal; P.C.—Progressive Conservative; C.C.F.—Co-operative Commonwealth Federation; Lib.-P.C.—Liberal-Progressive Conservative; Ind.—Independent.

ELECTORAL DISTRICTS, AND NAMES OF MEMBERS OF THE HOUSE OF COMMONS, AS ELECTED AT THE TWENTY-SECOND GENERAL ELECTION, AUGUST 10, 1953, AND REVISED TO DECEMBER 1 1955 - ALBERTA

| Electoral District | Member | Party |
|----------------------|------------------|-------|
| Acadia | Quelch, V. | S.C. |
| Athabasca | Duchene, J. M. | Lib. |
| Battle River-Camrose | Fair, R. | S.C. |
| Bow River | Johnston, C. E. | S.C. |
| Calgary North | Harkness, D. S. | P.C. |
| Calgary South | Nickle, C. O. | P.C. |
| Edmonton East | Holowach, A. | S.C. |
| Edmonton-Strathcona | Hanna, R. F. L. | Lib. |
| Edmonton West | Prudham, Hon. G. | Lib. |
| Jasper-Edson | Yull, C. | S.C. |
| Lethbridge | Blackmore, J. H. | S.C. |
| Macleod | Hensell, E. G. | S.C. |
| Medicine Hat | Wylie, W. D. | S.C. |
| Peace River | Low, S. E. | S.C. |
| Red Deer | Shaw, F. D. | S.C. |
| Vegreville | Decore, J. | Lib. |
| Wetaskwin | Thomas, R. | S.C. |



Legislative Building, Edmonton, Alta.

ALBERTA'S INDUSTRIAL DEVELOPMENT

In the following five pages we present to you the various industrial aspects of which life and living in Alberta is made up. Rather than write a long story about each of these industries, which space would not permit, we felt a pictorial survey of some of the industries would serve to show the diversification of industry



Petroleum Refinery



The Glenmore Dam



The interprovincial Pipeline under construction



— J. L. P. —



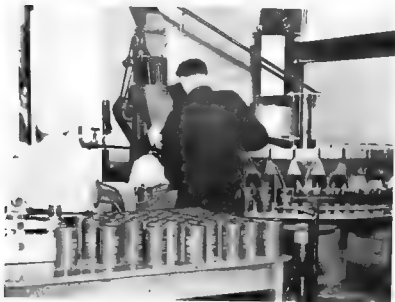
Spokane, 1969



Seattle, 1969



Linseed Oil Plant



Seal Factory



Double Harvest of Oil and Grain



Ghost River Dam



Peep's



Lumbering near White

Acadia Valley

Hardy Maritimers who left their homes by the rolling sea on a new nation's East Coast for a pioneer's homestead on the rolling plains of Alberta gave the Village of Acadia Valley its name. Thousands of miles from the sound of the surf they commemorated their origins.

Acadia Valley today is a pleasant community of 350 located in east central Alberta. It provides trading and business facilities for a district population of close to 900.

There is rail service into the village along the Canadian National Railway line from Estevan, Saskatchewan.

The tax rate in the village is 42 mills on an assessment of \$330,000. There is no municipal debt.

Electrical power for the community and surrounding district is supplied by Canadian Utilities Limited. There are no sewer or water services in the village, but there are excellent private sources of water.

Storage capacity of the village's three grain elevators is 127,000 bushels. The elevators are operated by the Pioneer Grain Company and the Alberta Wheat Pool with the latter having two.

Primary and high school grades are taught in the village school which has adequate accommodation for both urban and rural students.

The two churches in the village are United and Roman Catholic.

Winter sporting activities centre around curling and skating rinks. There are also sports fields for such summer activities as baseball and softball.

The Community Hall is available for indoor gatherings of a cultural or social nature and a number of groups in the village make good use of the accommodations.

Population — 350

Location — east of Calgary

The average value of the clay type farming land in the district is \$50 an acre.

Yields from acres sown to wheat average 16 bushels. The yields in the other main crops of the district are 30 bushels an acre for both barley and oats.

There are a number of purebred herds among the cattle population, with most of the farmers preferring the Poll Angus and Hereford breeds. A number of farmers also keep dairy cattle.

Acadia Valley is in the Rural Municipality of Acadia, No. 34. The R. M. Secretary is Fred E. Peers.

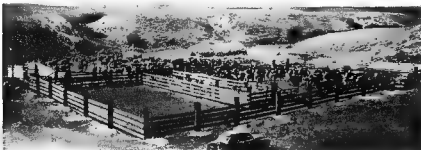
Reeve — Guy E. Wheaton.

Secretary-Treasurer — Fred E. Peers.

Board of Trade Secretary — K. N. Peers.

THE CITIZENS AND COUNCIL OF ACADIA VALLEY

We come all visitors and invite you to inspect
our facilities



Range cattle are "worked"—branded, dehorned, etc.—in enclosures known as corrals.

ACADIA HOTEL

H. Swenson and V. Oegenhardt, props.

"The Valley of Good Hunting"

Phone 20

Acadia Valley, Alberta

ACADIA VALLEY CO-OP ASS'N LTD.

GROCERIES — HARDWARE — DRY GOODS
CO-OP FEEDS — CO-OP FLOUR

Phone 12

Acadia Valley, Alberta



Wheat in the Parkland area of Acadia Valley



K. N. PEERS

International Dealer

Trucks — Tractors — Implements
Refrigeration

Phone 17

Acadia Valley, Alberta

ACADIA VALLEY GARAGE

J. W. Ferguson and Sons, prop.
Massey-Harris Sales & Service
British-American Oil Distributors

Phone 40

Acadia Valley, Alberta

Acadia Valley Directory

Auto Supplies

Dodge-DeSoto — A. W. Peers
FORD-MONARCH — J. W. FERGUSON
INTERNATIONAL TRUCKS —
K. N. PEERS
Plymouth-Chrysler — Peter Marshall

Blacksmith & Welding

Jack Glenon

Churches

United Missionary Church of Canada —
Mr. Archer
Roman Catholic — Fr. Mangano

Garages

ACADIA VALLEY GARAGE —
J. W. FERGUSON & SONS
Marshall Motors — P. Marshall
Peers Motors — A. W. Peers

General Merchants

ACADIA VALLEY CO-OP ASSN. LTD. —
R. NEEDHAM
Ted's Grocery — E. Hall

Grain Companies

No. 1 Alberta Wheat Pool — Walter U.
Bell
No. 2 Alberta Wheat Pool — Faye McBride
Pioneer Elevator Co. — E. C. DeLoach

Hardware Supplies

Acadia Valley Coop Assn. Ltd. — P.
Needham

Hotels & Motels

ACADIA HOTEL — H. SWENSON &
VAL DEGENHARDT

Implement Dealers

C.C.I.L. — CO-OP STORE
Cochran's — Thomas Burke
I.L.C. — K. N. PEERS
J. I. Carr — P. Marshall
John Deere — A. W. Peers
MASSEY HARRIS-FERGUSON
J. W. FERGUSON & SONS

Library

Hazlet Library

Lumber & Building Supplies

Essex Lumber Yard

Meat Markets

W. Jansz

Oil Companies (Bulk)

Imperial Oil — A. J. McArthur
BRITISH AMERICAN
J. W. FERGUSON & SONS
Maple Leaf Petroleum — Donald A. Hering

Pool Hall

Tony Hartz

Postmaster

Warren P. Peers

Poultry & Feeds

ACADIA CO-OP ASSN. LTD. —
R. NEEDHAM

Restaurants & Cafes

Mary Grudski

Schools

Primary & High — N. Bosak

Shoe Repair & Sales

Tony Hartz

Theatres

Shows Weekly in Community Hall

TOWN OFFICERS

Mayor: Bruce of Municipality — G. E.
Whitton
Secretary-Treasurer — Fred C. Peers
Councilors — Same as M.D. of Acadia
R.M.

Board of Trade Secretary

K. N. Peers

Acme

IN Alberta's Jubilee year the Village of Acme, which lies east of Calgary in the southern part of the province, is among the fortunate few. Many communities have painstakingly gathered together data for the history of their settlement. In A. W. Klassen, Acme has its living, walking historian.

Mr. Klassen homesteaded about six miles east of where Acme now stands in the year 1902, some eight years before the village itself came into existence. Forty-five years after incorporation, at age 78, Mr. Klassen is still working his farm and is still running a business in the village.

Acme literally blossomed out of the prairie in the wake of Canadian Pacific steel as the transcontinentals. Line was pushed west from Langden towards Calgary in 1910.



An additor of Acme and distinct — A. W. Klassen is front of his shop at the village

Population 380.
Location — 40 miles north-east of Calgary
Highway No. 21.

Its population today is just above the 300 mark.

There is excellent train service and Highway No. 21 also provides first rate highway connections to other centres. A daily bus service is operated by Cardinal Bus Lines.

The assessment of the village is \$352,000. The tax rate is 55 mills. There is a municipal debenture debt of \$,042.7 to cover the cost of sewer and water services installed throughout the village in 1954.

The arable land in the farming district around the village sells for upwards of \$35 an acre. The long time average yield in wheat is 12 bushels to the acre. Yields from the other crops run to 30 bushels an acre for oats, 25 for barley and 15 for rye.

There are purebred herds on local farms and a number of farmers also keep dairy cattle. Swine are also raised and a few herds of sheep are in evidence.

Acme is in the Kananaskis Rural Municipality No. 48, R. M. Secretary is Gordon King.

Mayor R. R. Bates.

Secretary-Treasurer — H. W. McCulloch.

Board of Trade Secretary — Mrs. H. Young.

A. G. KLASSEN

MINNEAPOLIS-MOLINE MACHINERY
ALL CLASSES OF INSURANCE

Established 1938

Phone 6482

Acme, Alberta

Acme Directory

Auto Supplies

Black Pontiac — Acme Garage, Alex Gell
Chevrolet, Oldsmobile Westcott Motors,
G. M. Westcott
Dodge-DuSoto Andrew Dural

Bank

Bank of Montreal
Treasury Branch Agency

Barbers

Alex Merikow

Blacksmith & Welding

John Leyton

Book Store

Small assortment of books in connection with the Drug Store

Chiropractor

Dr. E. T. Kitchin, Calgary spent an office one day a week

Churches

Anglican Church — St. John the Divine
Rev. J. G. Roberts
United Church — Rev. K. G. Byer

Doctors

Dr. Wm. G. Fowler

Druggists

R. J. Fowler

Dry Cleaning

No local establishment. City van calls once a week

Electrical Appliances Sales & Service

Both hardware and A. Wheeler sell electrical appliances but there is no regular service shop in connection

Garages

Acme Garage
Westcott Motors
Andy's Service Station

General Merchants

Acme Trading Co. groceries, meats and dry goods, Gro. and W. J. Reddick
Acme Hardware H. & McKay
Collings Sales and Service groceries and hardware, I. Collings
Acme Foodland groceries and meats, Robt. Henson
Acme Locker Plant groceries locker and meat, S. Norbert

Grain Companies

Alberta West Pool J. P. Elza
Alberta Pacific Grain Co. Chester May-
hew
National Grain Co. — A. White
Power Grain Co. F. Emsw
United Grain Growers — J. Siemens

Hardware Supplies

Acme Hardware
Collings Sales and Service

Hotels & Motels

Alberta Home

Insurance & Real Estate

K. W. McCulloch, McCulloch Agencies
Life and general insurance, fire, auto and real estate
Arthur Wheeler General Insurance
A. G. KLASSEN General Insurance

Implement Dealers

Cockshill Andrew Bult
John Curre A. L. Harrison, & Son
Massey-Harris-Ferguson — Westcott Motors
Minneapolis-Moline — A. G. KLASSEN
Oliver — I. Collings

Library

Acme Associate Library

Locker Service

Acme Locker Plant — S. Nielsen

Lumber & Building Supplies

Atlas Lumber Company

Meat Markets

In connection with groceries and locker stores previously

Newspaper

The Acme Sentinel — George Wheeler
Editor

Plumbing & Heating

Acme Hardware
Collings Sales

Pool Hall

Alex Merikow

Postmaster

C. W. Smith

Restaurants & Cafes

Acme Coffee Shop — Ernest Wilcox
Club Cafe

Schools

Public School, Junior High and High —
E. A. Bagget, Principal, R. McCall, Vice-Principal

Shoe Repairs & Sales

Joe Ojejakow

Theatres

In Acme and Community Memorial Hall —
shows one night each week, B. C.
Richards, Calgary

Transport Companies

Acme Transport
Wood, Coal, Gas, Etc.
Wood and Coal — Atlas Lumber Co.
Coal Dealer — Robt. Moore, United Grain Growers Ltd.

TOWN OFFICERS

Mayor — R. R. Bates
Secretary-Treasurer H. W. McCulloch
Councillors Dr. Wm. G. Fowler, R. A. McKay
Board of Trade Secretary
Mrs. H. Young

Alberta Beach

Population — 110,
Location — 45 miles NW
of Edmonton.
Highway — No's. 16 and 25.

ALBERTA BEACH, 45 miles northwest of Edmonton via Nos. 16 and 48 highways, is said to be the largest summer resort village in the province. Its location so close to the provincial capital, and on the shores of Lac St. Anne could not be improved. Here is a beautiful sandy beach and a lake ideal for swimming and fishing and other vacation pursuits. Along the beach there is a large camp ground, a baseball park, a community hall, and a dance pavilion, and 470 homes and summer cottages, mainly the latter. Electrical plug-ins are supplied for tourists with trailers and the camp has a full-time attendant each summer. The United Church holds services.



Alberta Beach Dock facilities



The Alberta Beach Hotel

One of the highlights of the summer season is the annual 12-mile swim from Horseshoe Narrows to the main pier for the coveted George Robinson trophy.

Some 110 persons make Alberta Beach their year-round home. The taxable assessment is \$328,485; the tax rate in 1955 was 60 mills and there is no debenture debt. Calgary Power supplies electricity. Businesses here include four stores, a hotel, two garages, a bakery, a transport company and restaurants and cafes. There is a post office as well and a village constable in the summer months. Daily bus service is provided to and from Edmonton.

Commercial fishing is an important local industry.

Mayor — R. T. Dewar

Secretary-Treasurer — Mrs. A. Christensen.

ALBERTA BEACH GARAGE

B-A PETROLEUM PRODUCTS

General Repairs of all kinds

V. H. CAMPBELL

Phone 4

Alberta Beach, Alberta



Alberta Beach Directory

Bakery

Rolley's Bakery R. T. Dewar

Chapels

United Church Rev. Y. Collett

Garages

ALBERTA BEACH GARAGE —
VINCENT CAMPBELL Owner

General Merchants

Maxine Red & White Store
SHANNON'S GENERAL STORE —
H. H. SHANNON
Jelly's Novelty Store
Alberta Beach Store

Hotels & Motels

ALBERTA BEACH HOTEL —
RAY MOURIN

Postmaster

Don Kilbuckner

Restaurants & Cafes

Hot Coffee Shop
Rolley's Bakery
Wally's Milk Bar
Toby's Hot Dog Stand

Theatres

Show each Wednesday evening in Community Hall

Tourist Camps

Park with facilities and attendant

Transport Companies

McDonald's Trucking

Wood, Coal, Gas, Etc.

Price Price

TOWN OFFICERS

Mayor — R. T. Dewar
Secretary-Treasurer — Mrs. A. Christensen
Councillors — Mrs. T. Cumming, Ray Ward

ALBERTA BEACH HOTEL

A Fully Modern Licensed Hotel on the shores of
Lac St. Anne

Forty-five Miles West of Edmonton.

Ray Mourin, Prop.

Phone 1

SHANNON'S GENERAL STORE

GROCERIES — FRESH AND CURED MEATS
IMPERIAL OIL PRODUCTS

H. H. SHANNON, Prop.

Phone 2

Alberta Beach, Alberta

Alliance

IN parts the history of the town of Alliance reads like a dime store novel. It has seen days of pioneering, large ranches, cattle rustling, the coming of the railroad and almost all other aspects usually included in the movies and novels.

However here we find a town that has weathered everything thrown at it. It was in 1893 that Carl Snyder came into the country and saw the thousands of buffalo ranging over the broad prairies which feature this portion of Alberta.

Mr. Snyder started his huge ranching operation in the "W" formed by the Battle River. For a few years it was the kind of life many dream about. But there were disadvantages too. Carl's nearest point on a railway was Wetaskiwin, 90 miles by trail up the Battle River, past Dried Meat Lake, south of Bittern Lake and then to the tiny town on the Calgary-Edmonton line.

Although a few settlers followed Snyder into the district it wasn't until after the turn of the century when the land was thrown open for homesteads that most people became interested in farming in the district. Then the W. T. Smith's came, the Rucker family, the Papes, the Davidson's, the Allen's and many others who beat the government \$10, as the saying went, they would turn their homesteads into prosperous farms.

Those early days were not without excitement. Alliance old timers still tell of the Holt gang of cattle rustlers who had their hideout in the deep valley of the Battle River. The gang was finally caught and brought to trial at Red Deer.

Population — 200
Location — Highway 28,
21 miles north of Cochrane

Up until the time of the First World War the district was still unnamed. There was a post office at Flagstaff, a name which is still preserved in the larger municipal district. During the war a branch line of the Canadian Northern Railway was extended from Canoose in a southeasterly direction. Eventually it was supposed to cross the Battle River and travel through Cochrane and Youngstown farther south. But this crossing has still to come. However it did reach the Alliance district and a townsite was set up. Because of the war effort and the fact that many of the families living in the district came from Alliance, Ohio, the name Alliance was chosen for the townsite.

While the coming of the railway might be said to mark the real beginning of Alliance and district a start had already been made in many fields of endeavour. The first school in the district was at Argyle where classes were held above a store. The first church service in Alliance was held in George Lindsay's pool hall, while movies were shown in what was known as the Music Hall.



Dormitory School of Agriculture and Home Economics at Vermilion. Many of Alberta's farmers were trained at this agriculture school.



MERCURY

ALLIANCE MOTORS

MERCURY LINCOLN METEOR CARS MERCURY TRUCKS

Service to all Makes of Cars



CLARENCE COUTURIER, Prop.

Phone 65, Alliance



McLENNAN HARDWARE LTD.

Dealers in
WESTINGHOUSE and FRIGIDAIRE

J I CASE IMPLEMENTS

FORD CARS and TRUCKS

Phone: Store 44, Shop 46

Alliance, Alberta



The first drug store in Alliance and the oldest business in town still in operation is Gibson's Drug Store. The business was originally established in the little village of Lorne located at the site of the proposed bridge across the Battle River. When it became certain the railway was not going to cross the river the buildings of the village were moved to the new town.

While the village of Alliance after some 35 or 40 years has attained a population of little more than three or four hundred it still is a big town in every other sense of the word.

Today we find that it has thrice weekly train service from Edmonton while bus service is similar. The town assessment is a high \$345,843.00 and the 1935 mill rate a modest 53 mills. There is a town debt of \$10,800.00.

One fact which points up the progressiveness of this east central Alberta town is the fact that it is one of the very few of similar size to boast of a water and sewage system. This system was installed in 1943.

There is an eight room public school with facilities



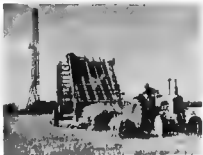
Grain in the view.

for typing, lab and home economic instruction. Clubs and institutions active in Alliance are the Lions, Legion, Board of Trade and Elks.

There are two halls in town with the Elks hall being used as a theatre as well as for dances and meetings.

As in pioneer days the community spirit of Alliance would match that anywhere else in the province. To prove the point one just has to point to the memorial arena which was built in 1945 by community labor. The community also owns the picture show business and equipment. There is also a memorial park for baseball and racing.

All the recreation equipment and facilities a big city could ask for are found in Alliance. A good



Drilling for oil near Alliance.

gymnasium, asphalt tennis courts, a good ball diamond, the arena, a covered skating and hockey rink.

Alliance is located in the sandy black loam district of Alberta with the land valued from \$25 to \$35 per acre. Wheat produces crops averaging 14 bushels per acre but reaching as high as 40 bushels per acre in some sections. Oats average 44 bushels per acre while barley stands at 38 and rye at 18 to the acre. Cattle can be found in some numbers with about 10 per cent of them purebred Aberdeen-Angus.

Alliance is located in Flagstaff Rural Municipality No. 62 and the R.M. Secretary is Russell Smith of Killam. Reeve of the R.M. is C. P. Hayes of Strome.

Mayor — E. O. Lysne

Secretary-Treasurer — E. G. Buckland

Councillors — R. Alcorn, R. D. McDermott

Board of Trade Secretary — Lloyd Peacock



Alliance School

BUCKLAND AGENCIES

Complete Insurance Protection

REAL ESTATE SERVICE

Phone: Res. 52, Office 38

E. G. BUCKLAND

Alliance, Alberta



ALLIANCE SALES & SERVICE

PONTIAC and BUICK CARS
MINNEAPOLIS-MOLINE IMPLEMENTS

O. FALLIS - C. HAGEN

Phone 18

Box 239, Alliance



Aerial View of Alliance

Alliance Directory

Auto Supplies

BUICK, PONTIAC — Alliance Sales & Service — Oville Falls
Dodge-DeSoto — Kuefer's Garage, M. A. Kuefer
FORD-MONARCH — McLeenan Hardware Ltd. — Rod and Colin McLeenan
International Trucks — J. W. Batesman
MERCURY-ASTOR — Alliance Motors, Clarence Coulter

Bakery

Alliance Bakery — J. M. Odgaard, owner

Banks

Bank of Montreal — Stan Morris, mgr.
Treasury Branch Agency for Kilmarnock — E. G. Buckland, agent

Barbers

Bill's Barber Shop — William McLeod

Beauty Parlours

Alliance Beauty Parlour — E. G. Buckland

Blacksmith & Welding

John Zetserich

Churches

United Church
Pentecostal Tabernacle
Roman Catholic — Father McLean

Contractors — General & Building

Harold Thompson

Dairy

Pasteurized milk supplied from Camp Creamery

Garages (Including Service Stations)

ALLIANCE SALES & SERVICE — Oville Falls
ALLIANCE MOTORS — Clarence Coulter
Kuefer's Garage — M. A. Kuefer
Ed's Service — Ed Enslin

General Merchants (Includes all stores)

Elliot's Own Store — P. R. Elliott
SPADY BROS. — John and Henry Spady
McKENNAN HARDWARE — Rod and Colin McLeenan
McPherson's Hardware — Don McPherson
Oxbow Sundries — Don Oxbow

Grain Companies

U.G.G. No. 1 — Albert Walker
U.G.G. No. 2 — Fred Deters
Alberta Pacific — Stewart McPherson
Pioneer Grain Co. — Gordon Duncan
Seale Grain Co. — Frank Burns
Alberta Wheat Pool — Tom Vaughan

Hardware Supplies

McLENNAN HARDWARE LTD. — Rod and Colin McLeenan
McPherson Hardware — Don McPherson

Hotels & Motels

COMMERCIAL HOTEL — Don McLean, mgr.

Insurance & Real Estate

BUCKLAND AGENCIES — E. G. Buckland, gen. insurance
Life Insurance — E. A. Oxbow

Implement Dealers

Cochran — Kuefer's Garage
L.E.C. — J. W. Batesman
J. I. CASE — McLeenan Hardware Ltd.
Massey-Harris-Ferguson — Marlow & Ferguson
MINNEAPOLIS-MOLINE — Alliance Sales & Service

McPherson Hardware

Library

Women's Institute

Looker Service

Alliance Quick Freeze — E. G. Lyons

Lumber & Building Supplies

Beaver Lumber — Jim Spencer, mgr.

Meat Markets

Alliance Quick Freeze — E. G. Lyons

Newspaper

THE ENTERPRISE — R. E. Matthews

Oil Companies (Bulk)

Imperial Oil — C. J. Dyllan
U.P.A. Corp. — J. W. Batesman
E. Rothbough — Independent dealer

Painters & Decorators

D. E. Withman

Pool Hall

J. Kuefer — 4 table hall

Postmaster

Emery A. Trinn

Restaurants & Cafes

Hotel Coffee Shop
United Cafe — Wang One
Roo Cafe — Wang Hin

Schools

8 room public school — Russell Leskin, Principal

Theatres

Alliance Community League

Wholesale Houses

Alliance Quick Freeze Locker Assn.

TOWN OFFICERS

Mayor — E. G. Lyons
Secretary-Treasurer — E. G. Buckland
Councilors — R. Adams, R. D. McDermott

Board of Trade Secretary

Lloyd Pearson

SPADY BROS.

General Merchants

GROCERIES and DRY GOODS

PHONE 66

ALLIANCE, ALBERTA

"A House of Comfort"

COMMERCIAL HOTEL

McLEAN BROS., Props.

Steam Heated, Hot and Cold Water, Modern Coffee Shop

ALLIANCE, ALBERTA

Athabasca

Population — 1,200.
Location — 97 miles north
of Edmonton
Highway — No. 2.

NINETY-SEVEN miles north of Edmonton on No. 2 highway is the thriving town of Athabasca, home of over 1,200 persons and the trading and shopping centre for a large area populated by approximately 7,000 engaged in farming, lumbering, fishing and trapping. Athabasca, as it does now, has played an important part in the history of the northwest for more than 150 years, a distinction few other points in the west can claim. Thompson, the noted surveyor-trader, passed through the settlement in 1759 and as early as 1804 the Hudson's Bay Company had a distributing post here. Modern history of the urban community dates from May, 1905, when the village of Athabasca was incorporated, it was raised to the status of a town in 1911.

Athabasca today counts all the modern conveniences. Over No. 2 highway it is served by Canadian Coachways and it is also on a C.N.R. line. Northland Utilities Ltd. supplies power, Plains Western Gas supplies natural gas and the municipality has installed a sewer and water system. A volunteer fire brigade of 36 men, an R.C.M.P. detachment and one municipal policeman look after protection of persons and property. Athabasca has



The A. Schenking store in Athabasca

Star, Royal Purple and the Community Centre organization. There are two resort lakes within 16 miles, favorite spots for vacationers. Baseball and hockey are the most popular sports.

Farm lands in the large trading district are grey wooded or black loam, valued on the average at \$25 per acre. Average grain yields are 25 bushels per acre for wheat, 40 bushels for oats, and 30 bushels for barley. Alfalfa, clover, and alfalfa seed crops are also common. The rural sector is a purebred sire district, mainly beef breeds. Swine are numerous but sheep are relatively few.

The town is in the Rural Municipality of Athabasca, No. 103. The reeve is A. Aloisio, Perryvale, and the secretary is S. C. Ward, Meenook.

Mayor — L. S. Richards

Secretary-Treasurer — R. K. McCallum

Chamber of Commerce Secretary — R. Findlay



Athabasca Garage in Athabasca

a fine municipal hospital, as well as four resident physicians, a resident dentist, a pharmacy and a municipal library. There are two schools, a public and composite school. Spiritual needs are ministered to by the Anglican, Greek Catholic, Greek Orthodox, Lutheran, Roman Catholic and United Church pastors.

Business-wise, Athabasca is well endowed. Real estate for the purposes of taxation is valued at \$1,133,699, the tax rate in 1955 was 52 mills and the total municipal debt only \$146,493. Principal businesses include numerous auto suppliers, two bank branches, a large number of service stations, numerous general and specialized retail stores, four elevators with annexes, hardware, a hotel and two auto courts, insurance and real estate agencies, several implement dealers, three lumber suppliers, a newspaper, The Echo, oil bulk stations, plumbing and heating firms, three cafes, two shoe repairers, a theatre and feed stores.

Active organizations in this northern town, besides church groups, include the Elks, Legion, Masons, Eastern



The Athabasca Pharmacy

Phone 25

P.O. Box 332

ATHABASCA GARAGE

Fully Equipped Repair Shop
Dodge, De Soto Sales and Service
24 hour Towing Service
ATHABASCA, ALBERTA

627-30

MACKIE'S

Groceries - Fresh Fruits - Vegetables
Meats - Dairy Products
FROZEN FOODS

PHONE 14

WE DELIVER

627-30

ATHABASCA PHARMACY

Gen. Omer Mar

PRESCRIPTION SPECIALISTS

DRUGS

STATIONERY

VETERINARY SUPPLIES

KODAKS

- FODEN AGENCIES -

INSURANCE and REAL ESTATE

Phone 163

P.O. Box 147

ATHABASCA, ALBERTA

Athabasca Directory

Accountant

R. K. McCallum

Ambulance Service

Athabasca Funeral Parlours W. A.

Blacklock

Auto Body Shops

Dufresne & Pomeroy E. Dufresne

Auto Supplies

Beich Pontiac — Dufresne & Pomeroy E.

Chevrolet-Oldsmobile — Corbett Motors.

S. Talpach

DODGE-DUFOY — Athabasca Garage, O.

Nelson

Ford-Monarch — Universal Garage, C. P.

International Trucks — Hunter & Gilson,

D. B. Hunter

Mercury-Mercury — Landing Motors, C. S.

Stewart

Plymouth-Chrysler — Nick's Service Garage,

R. Philipp

Stadelman — Dufresne & Pomeroy E.

Dufresne

Bakery

Athabasca Bakery — W. & K. Rydzewski

Banks

Imperial Bank of Canada — H. S. Mann

Bank of Nova Scotia — J. G. Smith

Barbers

S. Waig — Steve's Barber Shop

Recreation Pool Room & Barber — J. Duc

Barriers

Davies & Chamberlain — L. G. Chamberlain

Beauty Parlours

Beauty Shop — Mrs. Jean Shaw

Jean's Shop — Mrs. Jean Shaw

Blacksmith & Welding

Toni Dred

Chiropractor

McLeod Bros. — D. W. McLeod

Churches

United Church of Canada — T. E. Thomas

St. Gabriel Parish — Fr. C. H. Morrow

Anglican

All Saints — Archdeacon R. Thompson

Lutheran

Greek Orthodox

Greek Catholic

Contractors — General & Building

H. Koffler

R. Hoff

S. Kasperczyk

Dairy

Athabasca Creamery

Dentist

P. Smith

Doctors

G. E. Wright

J. Brown

M. M. Brand

W. G. Miller

Druggist

ATHABASCA PHARMACY — G. Omeron

Dry Cleaning

Athabasca Cleaners — M. Trybach

Electrical Appliances Sales & Service

McLennan Electric — T. R. McLennan

R. Laporte

Funeral Home

Athabasca Funeral Parlours W. A.

Blacklock

Furs

Old Trading Post — H. Bergst

Garages

Athabasca Garage — O. Nelson

Universal Garage — C. P.

Koch's Garage — A. B. Lees

Long Chief Service Garage — D. B.

Hunter & A. Gilson

Landing Motors — C. S. Stewart & D. Logan

West End Motors — J. Pacholuk

Nick's Service Garage — M. Philipp

General Merchandise

H. E. Hall Ltd. — R. E. Hall & A. D.

Evans

Parke's — C. H. Parke & C. A. Parke

MACKIE'S — J. J. Mackie

Marston — V. F. Preece

Athabasca Coop Store

A. Berube

Marshall Wells Store — W. Mann

Atlas Lumber Co.

P. R. Falconer Hardware & Implement

H. & W. Vandy Store — S. Wael

McKENNEDY & SON

St. J. Store — B. Y. McQuaid

Grain Companies

Sterile Grain Co. — J. W. Adair

United Grain Growers — J. A. Anderson

Alberta Pool Elevators — R. Bell

Alberta Pool Elevators No. 3

McCauley Grain Co. — C. Hyde

Canada West Grain Co. (Seasonal)

Alberta Seed Growers Coop Societies

Hardware Supplies

Atlas Lumber Co.

P. R. Falconer

Marshall Wells Store

Richards Lumber Co. Ltd.

Hospital

Athabasca Municipal Hospital — Mrs. A.

Fisher Secretary-Treasurer

Hotels & Motels

Union Hotel — J. Bulmer

Athabasca Auto Court — J. V. Thorne

Boulevard Auto Court — J. A. Elliott

Insurance & Real Estate

J. W. Adair

FODEN AGENCIES — J. A. Foden

U.G.G. — J. A. Foden

Implement Dealers

Atlas Cleaners — Landing Motors

Cook's — Universal Garage

H. C. Hunter & Gilson, Ltd.

J. I. Case — Dufresne & Pomeroy

John Deere — Nick's Service Garage

Manney Harris-Ferguson — P. R. Falconer

Hardwares & Implements

Manassipoli-Morris — West End Motors

Oliver — Universal Garage

Jeweller

W. N. Ropchan

Laundry

Hand Laundries only

Library

Athabasca Municipal Library

Athabasca School Library

Locker Service

B. F. Shaw — Athabasca Meat Market

Lumber & Building Supplies

Atlas Lumber Co.

Richards' Lumber Co.

Imperial Lumber Co.

Meat Markets

Athabasca Meat Market — B. F. Shaw

Newspaper

Athabasca Echo — E. Rogers (weekly)

Oil Companies (Bulk)

Imperial Oil Ltd. — J. A. Lehigh

British American Oil Co. Ltd. — D. McNeil

John

Canadian Oil Co. Ltd. — L. Mordings

Optician

Lawson, Howard & McChung — J. Howard

Painters & Decorators

T. Hardy

G. Dufresne

Photographers

Bob's Photo Shop — R. D. Preece

Plumbing & Heating

Craig's Plumbing — C. G. Craig

Aben Plumbing — J. Byler

Athabasca Plumbing & Heating — E.

Schmalz

Scott & Son Tinsmiths — R. Steele

Pool Hall

Recreation Pool Room — J. Moore

Athabasca Billiards — G. W. Ropchan

Postmaster

D. J. McLevin

Poultry & Feeds

McCauley Grain Co. — C. Hyde

Seaford Grain Co. — J. W. Adair

Athabasca Hatchery — E. Peterson

Restaurants & Cafes

Royal Cafe — C. Mah Chong

Union Hotel Cafe — J. Bulmer & R. Cole

Rise Stop Cafe — R. Garsine

Schools

Athabasca Public School — C. Tymchuk

Part Composite School — N. J. Andrash

Shoe Repairs & Sales

Athabasca Shoe Men — J. Lutzke

H. Gersbach

Sales — A. SCHINKINGER & SON

Tailor

M. Trybach

Taxi

L. Fitzpatrick (part-time)

Theatres

Acme Theatre — R. E. Hall

Tyret Camps

Athabasca Auto Court — R. V. Thorne

Boulevard Auto Court — J. A. Elliott

Transport Companies

Landing Transport — G. A. Coxe, C. E.

Lutzke

Wood, Coal, Gas, Etc.

Athabasca Utilities Ltd. — Natural Gas

Utility, D. Lang

TOWN OFFICIALS

Mayer — L. E. Richards

Surveyors-Treasurers — D. K. McCallum

Commissioner — J. J. Macle, V. Preece

R. V. Thorne, R. A. Beres, C. S.

Bauer, W. O. Lewis

Chamber of Commerce Secretary

R. Finley

A. SCHINKINGER & SON

MEN'S and BOYS' WEAR
FOOTWEAR FOR THE FAMILY

PHONE 111

ATHABASCA, ALBERTA



Barons

IN a part of the country where much of the history of the winning of the far middle west was enacted, the Southern Alberta Town of Barons is itself rich in the traditions of the new frontier.

Now well established as a centre in one of the province's more prosperous grain growing districts and more recently in prominence as a result of good oil finds nearby, the Barons area was at the turn of the century a rancher's paradise.

The change began in 1904 when the first of the homesteaders flocking to their fortunes in the new promised land began to settle in the district. Gradually the ranchers either moved out or joined their new neighbors in their struggle to domesticate the soil to controlled production of grain.

The early homesteaders found literally a sea of grass. According to those who were there, weeds were unknown. These came later as a result of poorly cleaned seed or through fall out from trains running in from other parts of the country.

The first business establishment in the vicinity of what was to be the townsite was a store and post office put up in 1907-08 by Jack Warnock. It was situated just southeast of the present town. It was called Blaney.

A Canadian Pacific Railway line, an extension of the Calgary to Ford Macleod branch was built in 1909. The Barons townsite was laid out at that time on property purchased from John Kerie and Everett Hunt.



Barons Hotel and Coffee Shop

It was originally referred to as Baron. It was some years later that the "S" was added, and this as a concession by the railway to the fact that business houses in the fledgling community referred to themselves as Baron's bank and so on.

A. D. Cummins, the first mayor of the village, was elected in 1910.

Population of the town today is 400, serving a district population of more than 1,200.

Dayman's General Merchandise

ROY DAYMAN, Prop.

Groceries - Dry Goods - Boots and Shoes

PHONE 7

BARONS, ALBERTA

Population — 400.

Location — 25 miles north of Lethbridge.

Highway — No. 23



Airport Motors in Barons

Today's modern transportation facilities over the Canadian Pacific Railway line and along Highway No. 23 in speedy, modern cars or aboard Greyhound express buses are a far cry from the rugged prairie trails traveled afoot or on horseback by the early pioneers.

The town has an assessment of \$306,580 on which the tax rate is 31 mills. There is a total debenture debt, including interest, of \$156,700.

The Calgary Power Company supplies electricity for the town and district. There are complete sewer and water services for the community.

The land in the district is valued at upwards of \$70 an acre. Not a big price when one checks long term average yields which run to 18 bushels in wheat, 30 in oats and barley and 18 in rye.

Although grain growing is now as solidly established as ranching once was as the district's prime industry, there is no telling what the future may hold for this pleasant, climated, progressive district.

There were indications of new horizons in November of 1950 when oil was first discovered in the area. Since that time there has been considerable exploration in the area, and not by any means in vain. Another five producers have been brought in close to the original strike and work is continuing.

Barons is in the Rural Municipality of Lethbridge, No. 25. The R. M. Secretary is W. R. Madill.

Mayor — A. A. MacQuarrie

Secretary-Treasurer — W. R. Madill



Barons School



MIRACLE MOTORS

Pat Asplund, prop.

PURITY "99" PRODUCTS

Wholesale and Retail

Tires - Tubes - Accessories

PHONE 44

BARONS, ALBERTA



Dayman's in Barons



Barons Post Office

Barons Hotel & Coffee Shop

FLO. and HARP PARRY, Props.

'Just drop in if only to say hello'

PHONE 6

BARONS, ALBERTA

HOME & FARM SUPPLY

T J CONNOLLY, Prop.

Paints, General Hardware and Appliances
Farm Equipment - Auto Accessories - TV - Radios

PHONE 62

BARONS, ALBERTA

Barons Directory

Auto Supplies

Design-Drillbit L. & F. Perry Supplies,
Leona LaFountain & Harold Cline
Ford-Monarch Airway Motors, A. D.
Lyco
Marcus Motor Barons Motors, Andrew
Harber, mgr.

Bank

Royal Bank of Canada

Barber

Charles Norris

Blacksmith & Welding

Gareau's Iron Works — George Gareau
Vickerman & Wernock

Churches

United Church — Rev. Russell Reardon
Evangelical Free Church — Rev. Amel
Anderson
Roman Catholic Church
Lutheran Church

Electrical Appliances Sales & Service

South Electric — Albert Smith
HOME & FARM SUPPLY Y J
Connolly

Garages

Airway Motors
Barons Motors
Berona Co-op Ltd.
MIRACLE MOTORS — Pat Asplund

General Merchants

DAYMAN'S STORE Ray Dayman
Hesser — A. S. Roberts
O.K. Grocery — Long Bob
Gareau's Sundry Shop — Mrs. Emily
Gibson

Grain Companies

Alberta Wheat Pool (2) — Joe Weenstra
United Grain Growers (2) — David Bar-
wash
Pioneer Grain Eric Berger
Pioneer Grain Gordon Harwick
National Grain — Robert Hood
Alberta Pacific (2) — Frank Laurie

Hardware Supplies

Beaver Lumber Ltd.
A. A. MacQuarrie
Berona Co-op Ltd. — Robert Wubuk,
superintendent
HOME & FARM SUPPLIES Terry
Connolly

Hotels & Motels

BARONS HOTEL — J. Harper Perry

Insurance & Real Estate

Glen Gibb

Implement Dealers

C.C.I.L. Barons Co-op Ltd.
John Dore Airway Motors
Manney-Harris L. & H. Farm Supply
Cline Vickerman & Wernock

Locker Service

Barons Meat Market — Joe Kertin

Lumber & Building Supplies

Beaver Lumber Ltd.

Meat Market

Barons Meat Market

Oil Companies (Bulk)

Great West Distributors
PURITY NINETY-NINE
Maple Leaf Petroleum

Post Hall

Charles Norris

Postmaster

William Kealy

Restaurants & Cafes

BARONS COFFEE BAR
Club Cafe

School

Barons Consolidated School District No. 4
Harry Cummins

Shoe Sales

DAYMAN'S STORE — Ray Dayman

Theatre

Barons Community Hall

TOWN OFFICERS

Mayor — A. A. MacQuarrie
Secretary-Treasurer — W. R. Madill
Councilors — Harold J. Turner Glen Gibb

Barrhead

SETTLEMENT of the Barrhead district in north central Alberta some 77 miles northwesterly of Edmonton, dates from about 1895 when land in the area was surveyed for homesteads.

The original hamlet of Barrhead, named by some of the sturdy homesteaders for the Barrhead of their native Scotland, was founded in 1912. The first townsite was some three miles northeast of the town's present location.

Population of Barrhead today is close to the 2,000 mark. It is the business and trading centre of a large district in which population is estimated at 25,000. Situated as it is at the western terminus of the Northern Alberta Railway's Busby — Barrhead branch and it draws from a much larger trading district than intermediate stations along rail lines.

In addition to the rail transportation facilities, the town is also served by provincial highway No. 18 which provides a direct road route to Edmonton. The Northland Arrow Bus Company operates two buses daily into the provincial capital and return.



Scott's Drugs in Barrhead

Barrhead's assessment is \$1,400,000. The tax rate is 28 mills and there is a municipal debt of \$225,000.

The Calgary Power Company supplies electricity to the town and surrounding district. Water and sewer services are supplied by the town and Barrhead Utilities, a private corporation, has a natural gas system.

The health needs of the town and surrounding district are adequately served by the 60 bed St. Joseph's Hospital. There are three resident doctors in the town.

SCOTT'S DRUG STORE

THE REMIX STORE

NORMAN SCOTT Props - EARL LANE

PHONE 17

BARRHEAD, ALBERTA



Henry's North Star Service in Barrhead

There are excellent spots for enjoying outdoor summer activities in the town's immediate vicinity at Lac La Poudre, Thunder Lake and others. There is good big game and game bird hunting as well as fishing in the district immediately west of the town.

The fertile soil of the district runs from black to grey clay loam. Price of the land varies widely in the large district served by the town.

Wheat yields over a long term have averaged not less than 25 bushels to the acre and frequently more. In oats the yield runs to about 60 bushels, while barley will produce around 40 bushels to the acre.

There are a number of purebred herds in the cattle kept on local farms, with the majority of breeders favoring the Aberdeen Angus and Herefords.

Breed swine of the York and Tamworth stock are also raised.

In dairy cattle the breeders like Holstein and Ayrshire and quite a number of herds are in evidence.

There are also a few farmers who raise sheep.

Barrhead is in the Rural Municipality of Barrhead, No. 106. The R. M. Secretary is R. Pearce.

Mayor — Charles Yuril

Secretary-Treasurer — W. H. Graham

Board of Trade Secretary — J. C. Nickerson

LeRoy's Studio and Music Shop

You name it—We do it—anything in Photography
Any kind of Music Instrument—Sheet Music
Also the very best in Television and Antennas

Phone 40

ROY HAYNES

Barrhead, Alta.

McFARQUAHAR'S FUNERAL HOME

Call Day or Night

Promptly and properly attended to if the call be local or 100 miles

PHONE 70

BARRHEAD, ALBERTA



Barrhead Sales & Service

C. J. JOHNSON, Prop.
Plymouth and Chrysler Cars
Fargo Trucks
J. I. Case Machinery
Phone 44 Barrhead, Alta.

BARRHEAD HOTEL

Complete Modern Centrally Located
Clean Reasonable Rates

PHONE 102

BARRHEAD, ALTA.

Barrhead Directory

Accountants

P. Franklin
J. Norton
Rennie & Glen — R. Glen

Ambulance Service

McFarquhar's Funeral Home — R. Mc

Auto Body Shops

Burr's Radiator Service T. W. Johnson
Ted's Garage — E. West

Auto Supplies

Duck-Poehler — Imperial Garage, Spencer
& Son
Ford Motorist — Maxwell & Son, F

International Trucks — Barrhead Implement
Co., W. D. Ferguson

Mercury-Motor — Bell Motors, Walter

PLYMOUTH-CRUISER — Barrhead Sales
& Service C. J. Johnson
Rush — Ted's Garage

Bakery

Barrhead Bakery H. Lendelmeier

Banks

Township-Downs J. W. Rempel
Bank of Nova Scotia C. G. Elton
Coast Treasury Branch — W. D. Dick

Barbers

M. Gresham
John Burns
Frankly Webb
Way, Berdrecht

Barbers

Zeeuw & Co. G. Rennie & R. A. Gies
C. V. Dehery

E. W. Southbury (Saturday only)

Beauty Parlours

Art Beauty Salon — A. Burdette
Holtzberg — A. Holtzberg
G. Cox

Blacksmith & Welding

C. Wood
E. Gresham
Barrhead Machine & Welding — J. Murphy

Book Stores

Scott's Drug Store N. Scott
Ted's Drug Store — C. Pyke

Bowling Alley

Barrhead Recreation Academy

Chiropractor

Dr. D. D. Doyle

Churches

United Church — J. Roberts
Anglican Church — D. V. A. Reynolds
R. C. Church Father Porter

Allison Church — F. Bellier

Construction Companies

W. Willinger & Co. Ltd.
Zeddis River Co. Co.
Tembling River Co.

Contractors — General & Building

H. Grant
Al. Benoit
Buss & Son

Dairy

Barrhead Dairy — Wahl Bros.

Dentists

A. Harder

Doctors

Dr. W. R. Keit
Dr. H. M. Hinton
Dr. A. C. Cobbe

Druggists

NORMAN SCOTT — Scott's Drug Store
C. P. Fyfe

Dry Cleaning

Barrhead Dry Cleaners — Al. Housch

Electrical Appliances Sales & Service

Don's Electric Don Guest
Ely, DeLellan
Camer Electric D. Adkins

Federal Home

E. G. McFARQUHAR McFarquhar's
Funeral Home

Garages

BARRHEAD SALES & SERVICE —
C. Johnson
Bell Motors W. Bell
Brewster Motors — C. Brymner

Imperial Garage Spencer & Son
Deit & Son
Red Head Stern & Station — F. Maxwell

Harvey's Garage — A. Harvey
Stern's Auto Station — G. Stern
HENRY'S NORTH STAR SERVICE —
H. Enders

George's Garage — Geo. Shephard

General Merchants

Dad's Super Market J. Brown
King & Company G. Livingston
Barrhead Mercantile J. Emery

O.K. Store — Waskett Bros.
Barrhead Coop — W. Hill
Acme Bargain Store — A. Knecht

H. & N. Store — J. Mack & G. Hubert
Epstein Grocery L. Boudet

Grain Companies

Bear's Grain Co. D. Ovi
Alberta Wheat Pool J. Zetzer
Alberta Wheat Pool No. 2 — L. Wilson

United Grain Growers A. Raddebach
Alberta Pacific Grain G. Holland

Hardware Supplies

Barrhead Hardware — Hoffman Bros.
Oulton's Hardware — A. Oulton
Red & White Store — J. Kinney

Barrhead Coop W. M. Hill
MacLellan's Ltd.

Hospital

St. Joseph's Hospital 60 beds

Hotels & Motels

BARRHEAD HOTEL W. Hildebrandt
Dunes Hotel — J. Keaton

Insurance & Real Estate

M. R. Hardy
JACK C. NICKERSON
Implement Dealers

Cockburn Barrhead Machine & Welding.
J. Malloy's
I.M.C. — Barrhead Implement Co. W. D.

Trenshaw
J. L. Laker — Barrhead Sales & Service
C. J. Johnson

John Deere — Brewster Motors, C. S.
Brewster
Messers Harris-Pearson — Robinson Bros.
Vic. Robinson, Old Robinson

Minneapolis-Moline — DeLacay Garage, H.
DeLacay
Oliver — Maxwell & Son, P. Maxwell

Jeweller

S. H. Hansen

Library

Barrhead Library — W. Sutherland

Locker Service

Barrhead Frozen Food Lockers D. Thirk

Lumber & Building Supplies

Brewer Lumber Co. — P. Parker
Northern Lumber Co. — E. P. Olson
Wingshield Bros. E. Wiegman

Meat Markets

Yull and Son — Ed Yull
Mans Meat Market — E. Mans
Dud's Super Market — J. Brown
Barrhead Frozen Food Lockers — D. Thirk

Newspaper

Barrhead Leader — Larking & Sons
weekly

Oil Companies (Bulk)

Great West Distributors
B.A. Oil Anglo American
North Star Oil C.F.A. Group
Imperial Oil Ltd.

Optician

Sam. Mundak

Painters & Decorators

John. Luss

Photographers

LeROY'S STUDIO — Roy Kaynes

Plumbing & Heating

Scowen & DeLellan — C. Scowen & W.
DeLellan Homer Lee
Adams Hanch C. Craig

Pool Hall

Barrhead Billiards — Geo. Ross

Barrhead Billiards Academy

Postmaster

Ken. Goodrich

Poultry & Feeds

Alberta Poultry Products
Barrhead Produce Co. — E. J. J. J.
Barrhead Hatchery — F. Tinning
Barrhead Feed Mill — C. Schilling

Restaurants & Cafes

BARRHEAD HOTEL CAFE — F. Pon
Victory Cafe — J. Lee
Olea Cafe — E. Miller
Dallas Hotel Cafe — J. Knecht

Skyline Cafe A. Meaglin
Andrey's Coffee Shop A. Goldberg
Katie's Cafe L. Boudet

School

Barrhead School Div. No. 39 L. Jochen,
principal

Shoe Repairs & Sales

E. Buss F. Krysa

Tailors

Ernest Mart

Tony Van Der Brink

Taxi

Marv Broadway

Theaters

Harry Tremain W. Oudolick & Pete
Gresham
Delta Drive-In — F. Tremblay

Transport Companies

Breda Transport — W. Breda
Harvey's Truck Service A. Harvey
Barrhead Truck Service L. Meunier

Valuering

Heath Tire Shop — J. Heath
Barrhead Sales & Service — E. Sinclair

Wholesale Houses

Northern Alberta Dairy Pool

Wood—Coal—Gas—Etc.

Jim Barrhead Utilities Ltd.
Ovi Brothers Grain Co.
United Grain Growers

Henry's North Star Service

H. A. ENDERS, Prop.
"Your Car's Best Friend"

PHONE 272

BARRHEAD, ALTA.

JACK NICKERSON

INSURANCE OF ALL KINDS
REAL ESTATE

Phone 193; Res. 129

Barrhead, Alberta

Bashaw

Population 800
Location — 25 miles south
of Camrose
Highway — No. 21

THE village of Bashaw, centre for a prosperous mixed farming district populated by some 3,000 persons, is straight south of Camrose and east of Lacombe bordering on the large Buffalo Lake, a provincial park site. Bashaw with a population of over 800, boasts many of the modern conveniences of a city and is well situated, being on No. 21 highway, with Sunbust Motor Coaches supplying bus service and the Canadian National rail transportation.

Residents take an evident pride in their village for buildings are well painted, gardens and lawns landscaped and property kept and tree planting is carried on extensively. The townsite was located in May, 1918, part of a homestead owned by Eugene Bashaw. Progressive development has continued ever since and in 1953 the village installed a water and sewage system costing about \$25,000. Calgary Power Ltd. furnishes electrical energy. In 1955 a new playground was opened.

The taxable assessment of Bashaw properties totals \$606,800.00 and the 1955 tax rate was 49 mills. Debenture indebtedness totals \$138,832. Business and professional enterprises here are numerous and include auto supplies, three welding firms, a contracting firm, transport company, drugstore, two electrical services, a creamery, several garages and service stations, several stores, elevators with 400,000 bushels capacity, modern hotels, implement agencies, a barrister, jewellery, lumber office and locker service, a village newspaper, The Star, two oil bulk stations, a plumbing firm, two cafes, a theatre, severs, fuel suppliers, and farm feeds supplier.

Bashaw has elementary, junior high and high schools. There are six church groups, including United, Anglican, Catholic and Zion Lutheran. Besides church groups and auxiliaries active organizations include the women's



The Bashaw Creamery

institute, Masonic, Elks and Moose lodges and the gun club. There are two halls available for community events and popular pastimes include baseball, curling, hockey, tennis and golf.

District farm lands are mostly level with black loam on clay subsoil the predominant soil variety. Land is valued at \$35 per acre on the average. In 1954 average grain yields in the district were 15 bushels per acre for wheat, 20 bushels for oats, 15 bushels for barley and 12 bushels for rye. There are a good number of purebred cattle herds, mainly Hereford and Aberdeen-Angus, and there are also Holstein and mixed dairy herds. Yorkshires predominate for swine breeds in the area and there are a few Hampshire and Suffolk sheep raised.

The village of Bashaw is in Camrose municipal district No. 63. The municipal secretary, W. S. Wiseman, lives at Camrose.

Mayor — S. L. Read.

Secretary-Treasurer — H. J. Dah.

Chamber of Commerce secretary — W. Peters.



Commercial Hotel Bashaw

WHITNEY'S GARAGE

Gas and Oil Products
John Deere Farm Machinery
Dodge & DeSoto Cars & Trucks

Phone 23

Bashaw



The Dixie Theatre in Bashaw

BASHAW LOCKER PLANT & MEAT MARKET

MICHAEL STEFURA, Prop.

Fresh and Cured Meats and Poultry — Custom Killing
Curing Fresh Frozen Fruits and Vegetables

PHONE 6

BASHAW, ALBERTA



COMMERCIAL HOTEL

COFFEE BAR IN CONNECTION

Clean Comfortable Rooms

Running Water

Fully Licensed

LOUIS BERRY, Prop.

PHONE 5, BASHAW

BASHAW CREAMERY

and DAIRY CO. LTD.

W/M BREUM, Prop. - BOB BREUM, Mgr

Phone 54

Bashaw, Alberta

SELIN FEED SERVICE

"The Balanced Ration Feed"

Manufacturers and Distributors of

Fresh ready to feed Poultry, Hog and Cattle Feeds

Concentrates, Minerals and Livestock Supplies

Phone 65

Bashaw, Alberta

Bashaw Directory

Accountants

H. J. Dahl
Marshall & McKinnon

Auto Body Shop

Bashaw Auto Body Shop - Wm. Hahner

Auto Supplies

Chevrolet-Cadillac - Bashaw Motors,
M. J. P. Scholtz
DODGE DART - Whitney's Garage, Ray &
Donald Whitney
Ford-Merch - Modern Motors, M. H.
Scholtz
Information: Tractor Road Brothers,
Stanhope - Bashaw Machine Shop &
George John Miller

Bakery

Bashaw Bakery - Mr. R. L. Miller

Banks

Royal Bank of Canada
Province of Alberta Treasury Branch

Barbers

Mark Whitecross
J. S. Petersen

Barriers

E. M. Robertson

Beauty Parlours

Bashaw Beauty Salon (2 shops) Mrs.
Margaret Thomas, Ivan Reid

Blacksmith & Welding

Leopold Becker
Joe Tammis
Edward B. Schultz

Churches

United Church of Canada - Rev. Donald
MacGregor
St. Peter's Anglican - Rev. F. C. Austin
Catholic Church - F. K. Dietrich
Roman Lutheran Church - Rev. K. Fozing

Contractors - General & Building

Thomas M. Dyeon

Dairy

BASHAW CREAMERY & DAIRY CO.
LTD. Wm. Breum

Druggists

Pearson's Drug Store - J. G. Pearson

Electrical Appliances Sales & Service

Bashaw Electric & Farm Supply - Wm.
Mikilpich

Financial Agent

Herman H. Schultz

Garages

Bashaw Motors - F. P. Scholtz
Madison Motors - H. H. Schultz
WHITNEY GARAGE - Ray & Donald
Whitney
Bashaw Gas & Propane - Chas. Schultz &
George Scholtz
Central Garage - Mrs. Mary Brown

General Merchants

RED & WHITE STORE - Pearson &
Sills Ltd.
Klimmerman's Store - Edward Klimmerman
Consolidated Store - James Wang
Johnson Store - Elmer Johnson
Stockard's 5c to 10c Store - Clarence
Stockard

Grain Companies

Seattle Grain Co. Ltd. - Thomas Wilton
Prosser Grain Co. Ltd. - Cass Hall
United Grain Co. Ltd. - Mordecai Schneider
Alberta Wheat Pool - Ralph Spettrum

Hardware Supplies

Manahat-Wells Store
Rimmer Hardware Ltd. - M. G. Rimmer
Importers Lumber Co. Ltd. - Harold
Greenlee
Miller's Hardware - Robert Miller

Hotels & Motels

COMMERCIAL HOTEL - Louis Berry
Bashaw Hotel Company - L. Berry

Importers/Dealers

Alfie Chalmers - H. J. Holt & Sons Ltd.
Cokeburt - John Cline
I.H.C. Road Brothers
H. J. Dahl - John Miller
JOHN DREIS - Whitney's Garage
Massey-Harris-Ferguson - Miller Hardware
R. Miller
Oliver - H. J. Holt & Sons Ltd.

Insurance & Real Estate

H. J. Dahl
Marshall & McKinnon

Jeweller

Chas. Thompson

Library

Bashaw Library Board

Locker Service

BASHAW LOCKER PLANT & MEAT

MARKET

MARKET - M. Stevens

Lumber & Building Supplies

Imperial Lumber Co. Ltd. - Harold Green-
lee

Meat Market

BASHAW MEAT MARKET - M. Stevens

Newspaper

Bashaw Star - T. M. Edmondson

Oil Companies

Imperial Oil Ltd. - H. P. Rite
British American Oil Co. Ltd.

Painter & Decorator

Jack Lowther

Plumbing & Heating

Bashaw Plumbing - Ernest C. Buckner

Pool Hall

George Mackintosh

Postmaster

S. E. Pearson

Poultry & Feeds

SELIN'S FEED SERVICE - Albert Selin

Restaurants & Cafes

COMMERCIAL CAFE - Mr. & Mrs. Harold
Brown
No Spot - Les S. Lee

Schools

Elementary Junior High and High - Prin-
cipal, Roy M. Wadson

Shot Repairs & Sales

R. Hjal

Theatre

Day Theatre - Joseph Dick

Transport Company

Holt's Transport - M. J. Holt & Sons Ltd.

Vulcanizing

Central Garage - Mrs. Mary Brown

Wood - Coal - Gas - Etc.

Bashaw Gas & Propane
Rimmer Hardware Ltd.
Whitney's Garage
Sault & Nugent
William Hammett
George Clark

TOWN OFFICERS

Mayor - Mr. S. L. Reid
Secretary-Treasurer - Mr. H. J. Dahl
Deputy Mayor - M. G. Rimmer, R. P. Rite
Consulting Councilor - Ray Whitney

Board of Trade Secretary

W. Peters

1928 - 1935

PEARSON & SILLS LTD.

GENERAL MERCHANTS

PHONE 21

BASHAW, ALBERTA

Bassano

Population — 724
Location — 65 miles east of Calgary
Highway — No. 1.

Southeast of Calgary on the Canadian Pacific Railway's main transcontinental line is the Town of Bassano, an expanding centre in one of Southern Alberta's consistently productive mixed farming districts.

Not only is the town on one of Canada's two main railway lines, it is also the railroad for two important branch lines which wind through important parts of the country to Irricana and Swift Current, Saskatchewan.

In addition to its importance as a rail centre the town also is in the doubly fortunate position to be on the southern route of the proposed Trans-Canada Highway. There is daily bus service east and west connecting with major centres throughout the nation.

The tax rate in the town is 60 mills on an assessment of \$570,500. The municipals debt is in debentures to the value of \$145,500.

There are municipally owned sewer and water lines which service the entire community. The electricity is provided by the Calgary Power Company.

The eight-room school in the town has facilities for full primary and high school courses.

Both medical and dental services may be had in the town and the Bassano Municipal Hospital is a 20 bed

institution which serves the needs of urban and rural residents.

There are four churches in the town. They are Roman Catholic, Presbyterian, Anglican and Evangelical Free Church.

Average wheat yield in the light loam farming district is 17 bushels to the acre. The oats yield runs to 35 bushels, barley is 25 and rye is 18. The land is valued at \$75.00 an acre in improved areas, with the price dropping to \$25 an acre in some of the unimproved sections.

There are a number of purebred herds among the 5,000 head of cattle in the district. A fair number of swine are also kept, and a lesser number of farmers raise dairy cattle.

Bassano is in the County of Newell, No. 4 County. Secretary is H. C. Scammell.

Mayor — Joseph A. Harris
 Secretary-Treasurer — Hugh Pearce
 Board of Trade Secretary — R. D. Brent

IMPERIAL HOTEL

Hot and Cold Water
 Fully Licensed

Phone 8

Bassano, Alberta

Bassano Directory

Accountants

High Pearce
 Rattall Insurance Agency — J. W. Rattall

Auto Body Shops

Bassano Motors — Grant Rodger
 Clarke's Body & Service — Thos. Clarke
 Bud's Service — L. E. Stewart

Auto Supplies

Back-Packer — Bud's Service, L. E. Stewart
 Dodge-Dodge — Bassano Motors, Grant Rodger
 Ford-Monarch — Roy Smith Garage, Roy Smith
 International Trucks — Gordon F. Forsyth
 Plymouth-Chrysler — Bassano Motors, Grant Rodger

Banks

Royal Bank of Canada — D. Garrick
 Alberta Treasury Branch — J. W. Rattall

Barbers

Cliff's Barber Shop — C. Hockett, 2 chairs
 George's Barber Shop — Geo. Rivy, 1 chair

Beauty Parlour

Mrs. George McKay

Blacksmith & Welding

Scheider's Welding Shop — E. Scheider

Book Store

Riles the Druggist — J. H. Riles

Bowling Alley

Red Varsity

Churches

Catholic — as resident minister
 Presbyterian — Dr. P. A. Clume
 Anglican — no resident minister
 Evangelical Free Church — Rev. L. Tiede

Construction Company

Edward Marquardt
 Contractors — General & Building
 Gendrick & Tiesler

Dairy

Bassano Dairy Products — Fred Rathje

Dentist

Dr. W. F. Keith

Doctors

L. H. Mason, M.D. — E. Young, M.D.

Druggist

STILES THE DRUGGIST — J. H. Stiles
 Electrical Appliances Sales & Service
 Goodish Electric — J. E. Goodish
 Rex's Electric — R. D. Brent

Feed Lot

C. B. Lander & Son

Federal Homes

South Pinedale House — Dale Smith

Garages

Roy Smith Garage — Roy Smith
 North Star Service — McArthur Brothers
 Bassano Motors — Grant Rodger
 Clarke's Body & Service — Thos. Clarke
 Bud's Service — L. E. Stewart

General Merchandise

Friendly Stores Ltd. — R. H. Stiles
 H. J. Sudner & Son
 Cam's Food & White — C. H. Gering
 IRENE'S LADIES WEAR — Pauline
 Herford, Mgrs.
 Brent's Men's Wear — R. D. Brent

Grain Companies

Alberta Wheat Pool — Sam Moss
 Alberta Pacific Grain Co. — Geo. Mansford
 K. C. Feed & Farm Supplies Ltd. — D. E. Kelle

Hardware Supplies

Flanagan Brothers Ltd. — A. & W. Flanagan
 Shook Lumber Yards Ltd. — L. C. Shook

Hospital

Bassano Municipal Hospital — 20 beds

Hotel & Motel

IMPERIAL HOTEL — 44 rooms, mgr.

Insurance & Real Estate

George McKay
 Rattall Insurance Agency — Jan. J. W. Rattall

Implement Dealers

J.H.C. — Gordon F. Forsyth
 John Dwyer — Bud's Service, L. E. Stewart
 Massey Harris — Bassano Motors, Grant Rodger
 Javelier
 Malcolm Nicholson

Lanndry

Don You
 Lumber & Building Supplies

Ray's Lumber Yards Ltd. — L. C. Shook

Meat Market

Pioneer Meat Market — E. Hendry

Oil Companies

McCluskey Petroleum Oil Co. Ltd. — W. G. Smith
 North Star Oil Co. — McArthur Bros.
 Imperial Oil Ltd. — J. A. Harris

Painter & Decorator

Goodrich & Treher

Plumbing & Heating

Coleman Plumbing & Heating — Fred Coleman

Pool Hall

Carl Varty

Postmaster

William J. Redmond

Poplry & Feeds

K. L. Farm Supplies Ltd.

Restaurant & Cafes

Yack Cafe — Don Loebe
 Alberta Cafe — George Frank
 Imperial Coffee Shop — Thomas Dancy
 Bud's Coffee Shop — George Mason

School

Bassano School — 8 rooms, principal V. Knipfelm

Shoe Repairs & Sales

John Schaffer — J. V. Uebel

Tourist Camp

Town of Bassano Trailer Park

Wood-Cut-Gas-Etc.

Bassano Fuel Co. Ltd.
 Alberta Fuel Co. Ltd. — George Mason
 Shook Barlow

TOWN OFFICIALS

Mayor — Joseph A. Harris
 Secretary-Treasurer — Hugh Pearce
 Council — J. W. Rattall, Andrew
 Brown, John H. Bacon, L. E. Stewart,
 George Mason, R. H. Stiles
 Board of Trade Secretary
 R. D. Brent

STILES "The Druggist"

THE REXALL STORE

Serving Bassano, Gem and Rosemary Districts
 since 1909

Phone 88

Bassano, Alberta

IRENE'S LADIES' WEAR

BABY G FTS

CHILDREN'S WEAR — SHOES

Irene Ashmead, Prop.

Bassano, Alberta

Beaverlodge

Population — 850

Location — 446 miles north of Edmonton.

Highway — No. 2.

SITUATED on the main No. 2 paved highway which travels north to Alaska, the village of Beaverlodge, Alberta, is a prospering centre now experiencing steady growth. The reasons are not hard to find. Beaverlodge, some 446 miles north of Edmonton and 55 miles south of Dawson Creek, British Columbia, centers rolling farm land country on which profitable mixed farming is pursued. The Dominion Experimental Station one-half-mile east of the original town site has played an important part in the development of Beaverlodge and indeed of the whole Peace River country. The farm of course has a substantial payroll, most of which is spent in nearby Beaverlodge.

The black loam gumbo and grey wooded soils in the district are valued at an average \$20 per acre for farming purposes. Grass seeds are grown in quantity. Within a 20 mile radius of Beaverlodge more than 85 per cent of Canada's Fescue grass seed is grown and in 1951 alone nearly 2,000,000 pounds valued at close to \$1,000,000 were shipped from the town. Average grain yields are 21 bushels per acre for wheat, 37 bushels for oats, 24 bushels for barley and 21 bushels per acre for rye. Livestock are numerous, too.



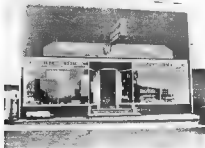
Local Comb Machinery Shop Beaverlodge

Not the least of Beaverlodge's advantages is the surrounding scenery. It is superb, with broad landscapes and the snow-peaked Rockies in the background. Naturally, this is good hunting country. Ducks, geese, upland game birds, game fish, bear, deer, moose and elk all are found in natural habitat here at certain seasons.

As early as 1910 settlers from Ontario took homesteads in the Beaverlodge valley in Alberta's far northwest corner. Growth was slow, however, until the arrival of the Northern Alberta Railway line in 1928 when the present townsite was laid out. Thus, and the improvements carried out on No. 2 highway have helped speed Beaverlodge on its way to bigger things since.

The population of the village today is 850, most of Anglo-Saxon stock with some residents of Scandinavian derivation. The district population served by the village numbers perhaps 3,000 persons.

Beaverlodge has almost all the modern amenities: electrical power supplied by Canadian Utilities, and a municipally-owned water and sewage system. The RCMP and a village constable share policing tasks and the 20-member volunteer fire brigade has fully modern equip-



Marshall Wells Store Beaverlodge

FRANK'S SHOE REPAIR

FRANK HELZEL Prop.

"Serving Beaverlodge and District"

BOX 266

BEAVERLODGE, Alberta



Lloyd G. Jewitt

International Harvester Equipment

PHONE 95

Beaverlodge, Alberta



Bayer & Howlett Ltd.

CHEVROLET OLDSMOBILE
GOODYEAR TIRES

Phone 65
BEAVERLODGE ALBERTA





DAVIS & OLSENBERG LIMITED

JOHN DEERE QUALITY FARM EQUIPMENT
DODGE DESOTO CARS DODGE TRUCKS



PHONE 23

BEAVERLODGE, ALBERTA



Gaudin's Store Beaverlodge

Beaverlodge has a 14-room school and in 1956 a six-room addition is planned. A Roman Catholic separate school also is planned for construction in 1956. There is a fine municipal hospital here with two local doctors in attendance, two dental practices, and the R.C.M.B. operates a library service. Religious bodies active here are the Anglican, Roman Catholic and United Churches, the Gospel Tabernacle and the Jehovah's Witnesses.

The village had an assessment roll valuation of \$686,480 in 1955, a tax rate of 55 mills and a debt of \$161,000. The commercial establishments here are numerous and varied, including several auto suppliers, a bank branch, a law office, a drug store, service stations and an auto accident repair shop, general and variety stores, grain elevators with 414,000 bushels capacity, hardware, a hotel, an insurance and real estate agency, implement dealers, locker service, meat markets, bulk oil station, plumbing and heating service, restaurant, shoe repairer and fuel suppliers.

There are many active social organizations including the Board of Trade, Elks, Legion, Royal Purple, Catholic Women's League, United Church W.A., and an agricultural society.

The local community centre, a model structure, has a capacity of 1,000 and includes a theatre. There is a curling rink with four playing sheets and in 1955 a skating and hockey arena was under construction. There is also a craft centre. Baseball and softball are also popular past-times. Youngsters have a playground and park and old residents have a fine ball park in which to pursue athletic amusements.

Beaverlodge is in the County of Grande Prairie No. 1. The reeve is James Smith, Wembley, and the rural secretary is R. Bowen, Grande Prairie.

Mayor — G. W. Davis

Secretary-Treasurer — N. D. McFarlane

Board of Trade Secretary — Don MacDonald



Davis & Olsenberg Beaverlodge

Beaverlodge Meat Market

Frozen Food Centre

FRESH and CURED MEATS

FISH - FRUITS - VEGETABLES

NAASEKIN BROS.

Beaverlodge, Alta.

BEAVERLODGE AUTO ACCIDENT REPAIR



G. BUECHNER Prop.

Phone 23

Box 157

Beaverlodge, Alta.



GAUDIN'S STORE

GENERAL MERCHANTS

De GAUDIN, Prop.

PHONE 8

BEAVERLODGE, ALBERTA



P.O. BOX 155

AND
SPRING
EATING
GROUP
of
INDEPENDENT
HARDWARE
STORES

MARSHALL-WELLS STORES

Beaverlodge Hardware, Owners

J. C. ARCHER, Prop.

BEAVERLODGE

ALBERTA



Cox Garage — Beaverlodge



Demonstration Experimental Station — Beaverlodge



1935 — 1955

COX GARAGE

SALES & SERVICE

Phone 22

BEAVERLODGE Alberta





Beaverlodge Jewellers

TRUE STAR DIAMONDS, WATCHES

Watch and Jewelry Repair

COSMETIC JEWELLERY

N. C. Menyckuk Prop.

BEAVERLODGE ALBERTA

Beaverlodge Directory

Auto Body Shop

Ken Baecher — BEAVERLODGE AUTO
ACCIDENT REPAIR

Auto Supplies

CHEVROLET-OLDSMOBILE BAYES
& HOWLETT LTD.
DODGE-DESOY — Davis & Olsenberg Ltd.
FORD-MONARCH — J. W. Cox
INTERNATIONAL TRUCKS L. G.
Jewett

Bank

The Canadian Bank of Commerce

Barber

James Rycroft

Barbershop

Mrs. G. E. Sanderson (Part Time)

Blacksmith & Welding

Leslie Henshaw Iron Works

Churches

Roman Catholic Father Murphy
Anglican R. Menzies
United Church Donald Fraser
Coptic Tabernacle Kingdom Hall

Construction Company

R. Daug Contractor — General & Building

Clean & Shave

O. P. Carvell

Dentists

G. L. McFarrey H. C. Goodband

Doctors

W. A. Young Paul Karis

Druggists

R. Jacobs

Garages

BAYES & HOWLETT LTD.
DAVIS & OLSENBERG LTD.
J. W. Cox — COX GARAGE
J. G. JEWITT T. Cox
R. Jacobs

General Merchants

GAUDIN'S STORE
Beaver, General Store
Bayer & Venable Store
J. H. Moore General Store
Cox's Store
B. Home Menagerie
Hazel C. Little Ladies Wear

Grain Companies

Canada West Grain Co. A. Bayer
United Grain Growers No. 1 E. Dunbar
United Grain Growers No. 2 E. Dunbar
Alberta Wheat Pool — E. Hodgson
National Grain Co. — B. Hall

Hardware Supplies

BEAVERLODGE HARDWARE — J. C.
Archer — MARSHALL-WELLS STORE
Beaverlodge General Store
Cox's Store
GAUDIN'S CASH STORE

Hospital

Beaverlodge Hospital

Hotels & Motels

Northland Hotel Beaverlodge Ltd.

Implement Dealers

Cochran & John
H.C. ALVO G. JEWITT
JOHN DEERE DAVIS & OLSEN
BIRD LTD.
Manley-Harris-Perguson — Light & Swenson
Minneapolis-Moline — T. Gam

Jeweller

BEAVERLODGE JEWELLERS — N. C.
Menyckuk

Library

Beaverlodge I.O.O.F.

Lumber Service

N. J. NASENKO

Lumber & Building Supplies

Proctor Lumber Co.

Meat Market

H. J. Macdonald — BEAVERLODGE
MEAT MARKET

Oil Companies (Bulk)

British American Oil Co.
Imperial Oil Co.
Cox
Maple Leaf Petroleum

Plumbing & Heating

Ed Nelson

Pool Hall

H. & A. Walker

Postmaster

A. Dixon

Poultry & Feeds

J. Foster

Restaurant & Cafe

Dan's Lunch
Northland Hotel

Schools

High School — H. Manley
Public School — C. Carvell

Shoe Repairs & Sales

F. Hines FRANK'S SHOE REPAIR

Theatre

Beaverlodge Community Centre Theatre

Transport Companies

Beaverlodge Transport — A. Bird
Frank's Day — Frank Grant
W. McClelland — Drayman

Wood Coal-Gas-Etc.

Canadian Progress — J. Archer
Cox — B.G.O.

TOWN OFFICERS

Mayor G. W. Davis
Secretary-Treasurer — N. D. McFarlane
Councillors — D. MacDonald
W. W. Harcourt
Board of Trade Secretary Don Mac-Donald

Beiseker

IDEALLY located in relation to transportation facilities and accessibility to Calgary the Village of Beiseker today presents a picture of an ideal small community.

The population stands at 325 and there are 98 homes in the village while the district population numbers 1,200. Transportation facilities to Calgary couldn't be better as the 47 miles to the famous Stampede City are covered by both C.N.R. and C.P.R. as well as by Greyhound and Cardinal Coach bus lines. Hard top highways 21 and 9 also lead directly into the city.

Emphasizing the growth of the province of Alberta and the small town and village in particular is the knowledge that here in a village of just over 300 population there are water and sewage facilities. More and more over the past few years one has been able to find almost all comforts available in the larger cities only in these smaller centres. Power is supplied by the Calgary Power Co.



Beiseker Frozen Food Centre

The village assessment is \$396,800 and the village debt \$134,000 in the form of a debenture for the water and sewage facilities. In spite of this large debenture the mill rate is a modest .43 mills.

Education facilities are all in a combined public and high school. There are three churches, St. Mary's Roman Catholic, Zion United Church and Evangelical Church of the Brethren.

Recreation facilities include a village owned sports ground, a memorial hall, curling rink, skating rink, baseball diamond and a football field. Active clubs are the Knights of Columbus, Lions Club and a Rebekah Lodge.

Beiseker is located on excellent grain farmland which is valued at an average of \$50.00 per acre. Wheat yields

Population — 325.
Location — 47 miles north-east of Calgary
Highway No. — Jct. 21 & 9.



Community Hall and Theatre Beiseker

from 15 to 30 bushels per acre, oats 30 to 35 bushels per acre, barley 25 to 30 bushels per acre and rye 10 to 15 bushels per acre. Cattle, swine, sheep and dairy cattle are found in smaller numbers.

Beiseker is in Calgary Rural Municipality No. 44 and the R.M. secretary is _____ Reeve of the R.M. is _____

Mayor — L. L. Schmalitz

Secretary-Treasurer — D. W. Smith

Councillors — W. J. Lavoie, Adam Velker



Louis' Garage Beiseker



OLIVER AUTHORIZED
Sales Service

LOUIS' GARAGE LTD.

CHEVROLET AND OLDSMOBILE CARS AND TRUCKS
OLIVER FARM EQUIPMENT FRIGIDAIRE



CHEVROLET

PHONE R 1312

BEISEKER, Alberta



ADAM VELKER
BLACKSMITHING WELDING
TELEVISION RADIO ELECTRIC SUPPLIES
SPORTING GOODS



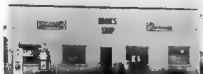
P.O. BOX 143

PHONE 3223

BEISEKER, ALBERTA



Beiseker Hotel



Adam's Shop Beiseker

Beiseker Directory

Auto Supplies

CHEVROLET OLDSMOBILE LOUIS GARAGE
L. L. Schmalz
Dodge-DeSoto — Parity Service Station —
D. B. Oliva
Ford Mercury — Beiseker Motors — E. P.
& L. J. Schmalz

Bank

Royal Bank of Canada

Barber

Beiseker Barber & Sisters Harry
Simmonds

Blacksmith & Welding

Adam's Shop — Adam Velker

Churches

St. Mary's R.C. Fr. A. E. Townsend
Evangelical Church Rev. Keith Gyr
Evangelical Church of the Brethren

Contractors — General & Building

Otto Tetz — Sand & Gravel

Doctor

Dr. E. A. Verbeek

Druggist

Foster's Drugs Robert Foster

Electrical Appliances

Oliver's Electric — C. L. Schmalz
ADAM'S SHOP — Adam Velker

Garages

Beiseker Motors — P. P. & L. J. Schmalz
LOUIS GARAGE — L. L. Schmalz
Parity Service Station D. B. Oliva
ADAM'S SHOP Adam Velker

General Merchants

Crown Lumber Co. — Jack Lee
BEISEKER FROSTED FOOD CENTRE
W. J. Lavoie
Red & White Store Wm. Thomas
Beiseker Trading Co. Gordon Reddo-
head
Main Hagel Grocery — Math. Hagel
Hagel's Hardware — Joe J. Hagel

Grain Companies

Alberta Wheat Pool — E. B. Hagel
Lusted Grain Company — Fred Mellingar
Alberta Pacific Grain Co. — Henry Neu-
bauer
Swale Grain Co. Mike Stiles
National Grain Co. Val Schmalz
Furish & Hainstock Ltd. — Allan
Skuse

Hardware Supplies

Crown Lumber Co. Jack Lee
Hagel's Hardware Joe J. Hagel

Hotel & Motel

Beiseker Hotel Sam Kruger

Insurance & Real Estate

P. A. Jourd
C. E. Lohrke

Implement Dealers

COCKSHUTT ADAM'S SHOP
Adam Velker
J. J. Case Parity Service Station
D. B. Oliva
John Derr — Felix Hagel & Son —
Felix Hagel
Mancy Harris-Ferguson Beiseker Motors
P. P. & L. J. Schmalz
OLIVER LOUIS GARAGE L. L.
Schmalz

Locker Service

BEISEKER FROSTED FOOD CENTRE
W. J. Lavoie

Lumber & Building Supplies

Crown Lumber Co. — Jack Lee

Meat Market

Beiseker Frosted Food Centre

Oil Companies (Bulk)

British American Oil Co. — Joseph Hagel
Anglo American Co. — D. B. Oliva
Imperial Oil Co. — Tony Schmalz

Painters & Decorators

Tom Reinhold

Pool Hall

Beiseker Barber & Sisters H. Sim-
monds

Postmaster

Carl Lutcke

Poultry & Feeds

Beiseker Feed Mill — L. A. & E. M. Hagel

Restaurant & Cafe

United Cafe — Jack Choe

School

Crest Public & High School Mr. Frank
Pierie

Shoe Repairs & Sales

Ates Gengovitch

TOWN OFFICERS

Mayor — L. L. Schmalz
Secretary-Treasurer — D. W. Smith
Councillors — W. J. Lavoie, Adam Velker



FROSTED FOOD CENTRE

FRESH AND CURED MEATS AND FISH

Fresh Frozen Fruits and Vegetables

Frosty Brand Ice Cream

W. J. LAVOIE Prop.

"Serve by Freezing"

PHONE 1520

BEISEKER, ALBERTA

Berwyn

Population — 344
Location — 16 miles west
of Peace River
Highway — No. 1

ON the main north-south provincial highway No. 1 some 350 miles northwest of Edmonton is the village of Berwyn, 22 miles west of Peace River. This urban centre "a good place to raise a family", the village council tells the world—caters to a prosperous mixed farming community numbering 1,800, the village itself being the home to 350 people. Berwyn is on the Northern Alberta railway and over the highway, service is provided to inhabitants by the Canadian Coachways. Canadian Pacific Airlines service is available only 16 miles away at Peace River.

Farm land in the area varies from a heavy gumbo south of the village to light gray wooded soil in the north and in the Peace Valley the soil is a light silt. Land valuations, naturally, vary but in the main acreage sells for from \$20 to \$50 per acre. Wheat crops normally run about 25 bushels per acre. Oats, 60; barley, 35, and rye, about 20 bushels to the acre. Registered herds of polled Herefords and Aberdeen Angus are the two main types of cattle raised in the district. The local dairy has a herd of Holsteins and a number of other farms keep Jerseys and Guernseys. Yorkshire hogs are common on most farms. Indicative of the interest shown and the know-how exercised in mixed farming, the district has cattle, grain, sewing and cooking 4-H clubs. Barley samples shown by the grain club won second place at a recent Royal Winter fair. Berwyn is one of the few Alberta villages with an "Operation Tractor" project, sponsored by the local men's club in conjunction with the district agriculturist's office and intended to increase knowledge of tractor operation in the interests of safety. Berwyn is the headquarters for the District Agriculturist for the North Peace River area and here, too, resides the District Home Economist.



Art Smith Implement Agency — Berwyn

The village has its own water and sewer services, the municipal debt of \$40,000 is owed the provincial government having been borrowed from a self-liquidating fund. Natural gas and electrical energy are supplied by the Northland Utilities. The village council, pursuing its ambitious modernization plans, was obtaining a modern fire engine and constructing a new fire hall for the volunteer force in mid-'955. The RCMP at Peace River police the village and district.

The village assessment is in excess of \$275,000 and the tax rate is 50 mills. Prominent in the commercial enterprises are several transport firms, garages and service stations, two general stores, elevators with a capacity of 250,000 bushels, auto suppliers, a drug store and resident doctor, a dairy construction and contracting firms, a modern 10-room hotel, two hardware, an insurance agency several implement agencies, a locker plant, the first opened north of Edmonton, bulk oil stations, plumbing and heating firm, two cafes, a pool hall, a shoe repair shop, and fuel dealers.

Berwyn has a 22-bed modern hospital, well equipped, a library operated by the local women's institute, and a community theatre. It has set aside a 30-acre park area for a community hall skating rink, curling rink, ball park and a six-hole golf course. These endeavors and others already enumerated are proof of the amazing developments underway in this wide-awake village. Largely responsible for many of these projects are such organizations as the Berwyn Men's Club, acting as a chamber of commerce, Elks, Canadian Legion, and church auxiliaries. There are many sporting organizations, including a square dance club, five ball teams and Lake Cardinal, four miles north, equipped with dance hall, race track and booths, is the centre for many summer excursions. More, the district is a popular game bird hunting centre each fall.

Berwyn has four church groups, Anglican, Catholic, Jehovah Witness and United. There is an 11-room school where elementary and secondary grades are taught.

The village is in the Peace River municipal district, No. 125. The reeve, John Stromstedt, lives at Berwyn and the secretary, A. V. Bossert, also.

Mayor — Art Smith
Secretary Treasurer — Don Arnett
Acting as Board of Trade Secretary — Dave Shaw



Berwyn Hotel

JOHNSON SALES & SERVICE

AUTO PARTS & ACCESSORIES

Sales & Repair Service

PHONE 335

BERWYN,

ALBERTA



Berwyn Locker Plant

MANZ & STEVENSON, Props

Quick Freeze Locker Plant

Fresh & Cured Meats

PHONE 339

BERWYN, ALTA.



BERWYN COFFEE SHOP

F. J. RICHARDS, Prop.

Full course meals - Lunches

"The coffee hour of Berwyn"

Confections - Tobaccos - Soft Drinks

PHONE 349

BERWYN, ALTA.

BERWYN HOTEL

FULLY MODERN Q.U.E.T ROOMS

Fully Licensed

PHONE 380

BERWYN, Alta.

Greetings from the

Village Council and Citizens of Berwyn

The Town with the Tower
A GOOD place to raise a family

TED'S COFFEE BAR

"The Home of Good Coffee"

Home Cooked Meals

Phone 367

BERWYN, Alberta



ART SMITH

Massey-Harris Farm Implements
Heavy Trucking

PHONE 348

Berwyn, Alta.

Berwyn Directory

Auctioneer

D. H. Don Armit

Auto Body Shop

Shaw Motors Ltd. Dave Shaw

Auto Supplies

Chemical-Oilworks — Shaw Motors Ltd.
— Dave Shaw
Ford Merch — Johnson Sales and Ser-
vice — Dennis & John Johnson
International Trucks Ray's Hardware
Charles Kay

Banks

Canadian Bank of Commerce A. M.
Cuthbert

Barbers

Hugh Y. Stuttsday

Beauty Parlours

Mrs. Jessie Skidder

Churches

United Church — Rev. K. C. McLeod
Anglican Church — Rev. George Robert-
son
Catholic
Jehovah Witness

Construction Companies

McLarty Construction — Alex McLarty

Contractors, General & Building

Val Mohr
McLarty Construction
John W. Gieson

Dairy

Ray Webber

Dealer

Dr. F. Wyant

Electrical Appliances Sales & Service

Kay's Hardware — Chas. Kay

Electrical Contractor

Bert Berry

Garages

Jack's Corner Service Joe Renda
Shaw Motors Ltd. Dave Shaw
Johnson Sales & Service Dennis John-
son

General Merchants

Alpen's General Store Jim Alpen
Berwyn Supplies L. Haggren

Grain Companies

National Grain Company A. Davies
Alpen's Wheat Pool — Percy Collett
United Grain Growers Tom Fraser

Hardware Supplies

Berwyn Hardware — Jim Wharton
Kay Hardware John Merrett

Hospital

Berwyn Municipal Hospital

Hotel

Berwyn Hotel

Implement Dealers

C. E. L. R. Topp
F. H. C. Kay's Hardware
John Deere — John's Corner Service
Massey-Harris-Ferguson Art Smith

Insurance and Real Estate

D. H. (Don) Armit

Laundry

Way Lau Laundry

Library

Berwyn Women's Institute

Locker Service

Berwyn Locker Plant — Cecil Stevenson
& Ray Mann

Lumber and Building Supplies

Premier Lumber — Frank Chan

Meat Markets

Berwyn Locker Plant — Cecil Stevenson
& Ray Mann

Newspaper

The Post

Oil Companies (Bulk)

Top-Alfa Gas and Oil Co. — Joe Renda,
Joe Rowe

Painter and Decorator

Baxter & Son

Plumbing and Heating

A. J. Burns — K. Campbell

Pool Hall

Berwyn Pool Hall & Barber Shop Art
Smith
Pool Hall Hy T. Shindler

Postmaster

Mrs. Jessie Duggan

Restaurants and Cafes

Ted's Coffee Bar Ted Stibbert
Berwyn Coffee Shop Fred Richards

Schools

Berwyn Public School, Berwyn High
School — Under Pease River School
Div. No. 10 Principal — Lloyd Gar-
rison

Shoe Repairs and Sales

Berwyn Shoe Repair — Clark Ganser

Theatres

Berwyn Theatre Ltd. (A modern comfort-
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Sec. Treas. — A. M. Cummings

Transport Companies

A. Smith — Oilfield & General Trucking
Frank Watson — General Hauling
Ken Kendrick — Cattle & Grain
Post Mather — Cattle & Grain
H.A.R. & Local Transport — Elton Murphy

Volcanizing

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Town Officers

Mayor — Art Smith
Secretary/Treasurer — Don Abbott
Councillors — Charlie Kay, Ingrid Gieson
Village Maintenance Man — Harry Apple
Agent of Trade Secretary — Mr. Dave
Shaw Sec. Berwyn's Men's Club

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BERWYN, ALTA.



Beverly

Population - 4 000
Location — Suburb of
Edmonton
Highway — No. 16

ON the northeast outskirts of Edmonton is the town of Beverly, populated by over 4,000 residents. It is an active, lively town, catering to both nearby city residents and the rural dwellers beyond the arms of urban growth. Naturally, the town has ideal communication facilities nearby and also its own bus service. The taxable assessment within the municipality was \$2,800,000 in 1955, the tax rate 45 mills and the debenture debt \$690,000. Townspeople enjoy all the amenities of big city life, benefiting from a locally-owned and operated sewer and water system and electrical services supplied by Calgary Power. There are police and fire facilities too.

Beverly's enterprising business community includes several auto suppliers, a bank branch, a law office, a dine and dance club, a fine hotel, excellent service stations, numerous general stores and other similar retail outlets, hardware, lumber and woodwork suppliers, a newspaper, The Beverly Page, a plumbing and heating service, a taxi firm and theatre.



Club Embasse Beverly

There are four schools, three churches—Roman and Ukrainian Catholic and United, and halls for social events. The Home and School is active here and sports are well patronized. As an example, the Beverly Drakes in 1954 won the intermediate baseball championship for Alberta. Hockey and broomball are also popular.

TOWN COUNCIL AND
CITIZENS OF

BEVERLY

WELCOME ALL VISITORS



Grobe Hotel - Beverly

The farm land just beyond the town and city limits is mainly back .corn.

Beverly besides its proximity to the city of Edmonton, is adjacent to the Rural Municipality of Edmonton

Mayor — Charles E. Floden

Secretary-Treasurer Walter Murray



Beverly Bridge Service Beverly



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BEVERLY, ALBERTA

Beverly Directory

Auto Body Shop

Beverly Motors — Nick Straka

Bakeries

Beverly Bakery
Quality Bakery — Mr & Mrs. Walter
Parish

Bank

Canadian Bank of Commerce — Rogers

Barbers

Ronald Rags
Ambrose Kolmatyuk

Barrister

Ted Davies

Beauty Parlour

Beverly Beauty Parlor

Blacksmith and Welding

Beverly Blacksmith & Welding — John
Sohn

Chorches

United Church
Cathleen Cadotte
St. Mary's — Father Piers
Dutch Christian Reformed
Gospel

Dine and Dance

Club Embassy — Joseph Kelsch

Druggist

Beverly Pharmacy — Mr. Ed. Lely

Electrical Appliances Sales & Service

Beverly Hardware — Jack Walters
Price Electric — Peter Price

GARAGES

Beverly Garage Service — Mrs. Maresca
Beverly Service — Johnson Bros.
Superior Sales & Service — Matten Bros.
Beverly Motors — Scrin
Texaco North Star — P. Timpftruck

General Merchants

Star & Super Market — Sam Piers
Ray Stewart
Walters Grocery — John Polinski
Walter Park
Nick & Green — Nick Weyersbach
Beacon Heights — Nick Sankoff
Highway Super Market — Sandy Widyanski
Beverly Meats & Grocery — Mark Quinn
Klonek's Grocery — Nick Klonek
Denny's Dept. Store — Mr & Mrs W.
Denny

Hardware Supplies

Jack Wadon's — Beverly Hardware
Price Electric — Peter Price

Hotel and Motel

Drake Hotel — Eastgate Hotel Co. — Mr.
A. R. Homig Mgr

Lumber and Building Supplies

Beverly Lumber — Wm. Hanesch
Chemical Lumber — Wm. Hanesch
Beverly Windowing Shop — Walter
Kucharski

Newspaper

Beverly Page — Miss Dalton

Oil Companies (Bulk)

North Star Oil — W. Maresca

Plumbing and Heating

Beverly Plumbing — Lindeman & Son

Postmaster

W. E. Curtis

Restaurants and Cafes

Quadrant — Penny Lee
Diner — James Strick
Club Embassy — Joseph Kelsch

Schools

Central — J. Patrick
Beacon Heights — Wm. Hanesch
Beverly Heights — P. B. Lawton

Shoe Repairs and Sales

Beverly Shoe Repair — Ed. Kiriak

Tailor

Sam Melchior
W. Stewart

Tattoo-Freeze

W. Stewart

Taxi

Beverly Taxi — Walter Davies

Theatre

Avalon — Dmytro Kubatko

Town Officers

Mayor — Charles E. Pades
Secretary-Treasurer — Walter Mayes
Councillors — John Selin, Steve Daychuk,
Sidney Payne, Wm. Hanesch, James
Collins, Elmer Hanson



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BEVERLY, ALBERTA

Blairmore

BLAIRMORE is located in the southwestern corner of Alberta in the Crow's Nest Pass, on Highway No. 2 and on the Canadian Pacific Railway line running from Lethbridge to Fernie, B.C.

Blairmore's history rates as one of the most interesting in the province, beginning with the westward push of the railway through the Crow's Nest Pass. The Canadian Pacific Railway began operations in 1898 and at that time had established the first stopping place on the valley on the site then known as Tenth Siding, later of the railway through the Crow's Nest Pass. The site had been officially named Blairmore on November 15, 1898, after the Honorable M. B. Blair, then Minister of Railways.

The first building in Blairmore was a small log cabin on the south side of the railway which served as the station. A Mr. Murphy was the first station agent and was relieved by Harry C. Lyon, one of the founders of the town. He built in his home in 1899 and a year later a log store building. He was the village's first mayor.

In 1901 a building boom began in Blairmore. Three hotels and several other establishments were built, but the boom came to a standstill. The check was caused by a litigation in which Mr. Lyon and another townsman claimed ownership of the townsite. A few years later the litigation had ended and the building program was resumed.

Like most towns Blairmore grew up with a terrific boom. An optimistic view to the future was a result of the fabulous deposits of coal which had then started the rapid growth and prosperity of the town.

Blairmore is economically supported primarily by its large coal mining industry, but there are other industries that play a large part in the economic affairs of the

Population — 2,080
Location — 80 miles west
of Lethbridge
Highway — No. 3



Blairmore, on Tenth Mountain

town. Such as lumbering, construction, transportation. The town is served by all utilities, other than natural gas and sewage and offers the best in education and recreation facilities.

The present population of the town is just under 2,000 and there are 570 homes. As stated highway and rail connections are good and the town is also served daily by the Greyhound Bus Company.

Blairmore's location in the heart of the Rockies' finest scenic beauty offers its residents nature's best Sports of all types can be enjoyed by the citizens of the town. There is at their disposal, one of the finest ski hills in southern Alberta, tennis courts and ball park. A fully modern arena and curling rink are now completed, fishing and big game hunting are unequalled anywhere in the province.

Coal mining is Blairmore's main business and since the first coal mine was started on the south side of Blairmore in 1904 and with the development of mines operated by the West Canadian Collieries, the community has progressed to its present day status.

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BLAIRMORE

ALBERTA

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Blairmore Directory

Ambulance Service

Minor's Ambulance

Auto Body Shops

Joe's Auto Body & Fender Works
BLAIRMORE MOTORS

Auto Supplies

BUICK-PONTIAC BLAIRMORE
MOTORS
Chevrolet-Cadillac — L. L. Mongan
Ford-Mercury — Joe's Auto Body & Fender Works
International Trucks — Bert's Motors
Plymouth-Chrysler — Blairmore Motors

Bank

Royal Bank of Canada

Barbers

M. Usher
P. Wile

Barriers

E. G. Benson
T. J. Costigan

Beauty Parlours

Mrs. E. Kuhl
Mrs. M. Kuhl

Blacksmith and Welding

P. Bezzell — Blairmore Iron Works

Book Store

R. H. Cobb — THE VARIETY SHOP

Bowling Alley

Joe Frank

Churches

Roman Catholic — Father A. Anderson
United — Rev. B. C. Chaffin
Anglican — Rev. Dykes

Construction Companies

A. G. Macdonald
Blairmore Sawmills Ltd.
J. Plimack

Dentist

Dr. R. B. Burgeon

Doctors

Dr. R. P. Gowan
Dr. F. W. Russell

Transport Companies

D. Oliver

Druggist

Burton Drug Co.

Dry Cleaning

Union Cleaners & Tailors

Electrical Appliances Sales & Service

G. Evans
THORNTON & SONS

Funeral Home

Cuthbert Funeral Parlor

Garages

Joe's Auto Body & Fender Works
L. L. Mongan
BLAIRMORE MOTORS
Bert's Motors
Bogden Service
MÜHRER'S SERVICE — L. M. Chrysal

General Merchants

THE VARIETY SHOP — R. H. Cobb
F. M. THOMPSON CO. LTD.
M. Kuhl

Dobler Brothers
Harry's Red & White
Union Meat Market
Cassidy Brothers
T. Eaton Co. Ltd. order office
Simpson Sears Ltd. order office

Hardware Supplies

THORNTON & SONS
Blairmore Exchange

Hospital

MUNICIPAL DISTRICT HOSPITAL

Hotels and Motels

THE PINE HOTEL
Green Hill Hotel
Sleeping Tapes Motel
Crownview Motel

Insurance and Real Estate

Larney Insurance Agencies

Jeweller

S. L. Trono
F. S. Freeman

Library

Blairmore Public Library

Lumber and Building Supplies

Blairmore Sawmills Ltd. — P. Rolfe

Meat Market

Union Meat Market

Newspaper

Crownest Publishers

Oil Companies (bulk)

Imperial Oil
Canadian Oil Ltd.

Optometrist

R. F. Johnson

Painter and Decorator

F. Givens

Photographer

Cuthbert Studio

Plumbing and Heating

W. Moroney
THORNTON & SONS

Pool Hall

P. Burdette

Postmaster

R. Benson

Poultry and Feeds

M. Kuhl

Restaurants and Cafes

Raw Cafe
Jawz Shop
Paw Hogg Grill
Dine & Dance

School

Blairmore Public & High School — D.

MacPherson, principal

Shoe Repairs and Sales

P. Rolfe

Taxi

Vet's Taxi
United Cabs — A. Cervo

Theatre

Grimshaw — Pamela Bow.

Town Officers

Mayor — W. J. Gray
Secretary-Treasurer — C. M. Larchmont

Commissioners — W. J. Jallo

T. Gibbs

J. Gidson

S. Linn

J. Rolovsky

A. Thorg

Board of Trade Secretary — Mrs. A. Pag

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Bow Island

Population — 1,400
Location — 35 miles west of
Medicine Hat
Highway — No. 2

IN southeast Alberta, linked with Lethbridge in the west and Medicine Hat in the east by No. 3 highway, is the town of Bow Island, lying between the Oldman River and Chin Coulee systems. Some 1,000 persons reside in the town and another 2,700 live in the surrounding district where grain-growing and cattle-raising are the main income sources. Besides its excellent highway connections, over which Greyhound buses operate Bow Island is on the CPR's Crow Nest line running from Medicine Hat to Vancouver. Trans-Canada airlines service is available at the two nearby Alberta cities.

Bow Island's property has taxable valuation of \$871 - 945, the tax rate is 32 mills (1955) and the total debt including local improvements, stands at \$143,730. The town owns its own waterworks, sewer and natural gas systems and electricity is supplied by Calgary Power Ltd. The urban centre, in all respects modern, has a volunteer brigade, a town constabulary and it is the sub-headquarters for the provincially-administered S.M.-R.D. irrigation system in that sector of the Foothills province. Business enterprises which are numerous and up-to-date, include auto suppliers, blacksmith and welding services, general and building contractors, a transport firm, a druggist, dry cleaning, electrical sales and service, numerous general stores, dry goods and furniture stores, several hardware stores, a hotel, a half dozen insurance and real estate offices, as many implement agencies, a locker service, and three lumber suppliers, oil bulk stations, plumbing and heating firm, six restaurants and cafes, shoe repairers, farm produce suppliers, continuous telephone and telegraph service and two banks.

Bow Island has two schools, a public school and collegiate, a town-owned community hall, one trailer



Byam Bros. Appliances Bow Island

court, a new curling rink and skating rink, both erected recently, and two playgrounds in the process of development.

There are five religious congregations in the southern Alberta centre: Anglican, Evangelical Free Church, Lutheran, Roman Catholic and United Church, together with auxiliaries and other church groups. Also active in town affairs are the Lion's Club, Legion branch, Masonic lodge, Boy Scouts and Cubs, and an Old-Time Dance Club.

The sandy clayfarm lands in the district have an average valuation of from \$30 to \$50 per acre and grain yields are said to average 25 bushels per acre for wheat, oats, 60, barley, 30, and rye, 18. Purebred Hereford herds are kept by several farms, and there are a number of dairy herds. Swine and sheep are relatively few.

Mayor A. J. Bonette

Secretary-Treasurer J. J. Noble

Chamber of Commerce Secretary — J. E. Francis



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Phone 12

Bow Island

Bow Island Directory

Accountants

Mr. Alfred Miller
Mr. H. J. Noble

Auto Body Shop

Centers Auto Body Shop — Mr. Art Thoe
sen

Auto Supplies

Buick Pontiac Chevrolet—Oldsmobile — Mr.
Joan Garage Mr. Claude Bishop
Dodge-DeSoto Pioner Motors — Mr.
R. D. Whites
International Trucks — Bishop Motors
Claude Bishop

Bakery

Suzanna's Bakeshop — Mr. P. Drieme

Banks

Bank of Montreal Mr. J. E. Holmes
Provincial Treasury Branch — Mr. J. E.
Frattini

Barbers

Mr. P. Desjardis

Barriester

Mr. F. M. Pritchard of Yaber (Part time
only at Bow Island)

Beauty Parlour

Mrs. Dorothy Tussant

Blacksmith and Welding

Dick's Welding — Mr. D. Henge
Tusant's Garage — Mr. D. Tussant,
Welder

Baker's Garage — Mr. A. Strommen,
Welder

Book Store

Bow Island Drug Mr. H. O. Bergh

Churches

Anglican Church — visiting clergy only
Evangelical Free Church Rev. A. Man-
son
Lutheran Church — visiting clergy only
Roman Catholic Church — Father Kelly
United Church — Rev. D. S. Brander

Contractors, General and Building

Royal Sand & Gravel Ltd. — R. Bateman
Building Contractors 41 of Bow Island
Edwin Behrlefer, Kay Peterson, M.
Ondershy, R. W. Hulse
Lottner, H. P. — shingling work etc.

Funerals

Dr. Steve P. Carr

Dr. H. Nikkila

Transport Companies

Peterson's Transport — Mr. R. R. Peterson

Dragists

Bow Island Drug Mr. H. O. Bergh

Dry Cleaning

Lowry Dry Cleaning Mr. M. V. Lowry
Lethbridge Laundry & Dry Cleaners also
serving Bow Island visiting two days
each week

Electrical Appliances Sales & Service

Milton Mack Electric — Mr. M. Mack
Brenner, Jack
Byron Bros. Appliances — F. H. Byron
Bow Island Hardware — C. Bishop

Furniture

Bow Island Furniture — Wayne N. Ander-
son

Garages

Tusant's Garage A. E. Tussant
Pioner Motors — R. D. Whites
Bishop Motors — Claude Bishop
Jo-Joe Motors — G. H. Ridgdale
Egan's Garage — S. E. Egan
99 Service Station — W. J. Knapp
Gilbertson — C. H. Gilbertson

General Merchants

Melton's Grocery — F. Melton
Check Chase Co. — S. Chum
Family Centre Dry Goods — Mat Bates
Red & White Store — Elroy Ross
Strickland, B. A. — Dry Goods
Jerkins' Groceries — Mr. Thomas
Robinson Variety Store — M. M. Coal-
land
Bow Island Paints — Wayne Anderson
Byron Bros. Appliances — P. H. Byron

Grain Companies

Seale Grain Co. — Mr. Arnesen
Ogilvie Flour Mills Co. Ltd. — Bob Cor-
nan
United Grain Elevators — D. Mearsh
Alberta Wheat Pool — E. C. McElroy

Hardware Supplies

Bow Island Hardware — A. Mahon
Lester Lumber & Builders Supply J.
Lester
Reaver Lumber Ltd. — S. E. R. White
Cheney's Lumber Co. — D. Robinson
McMurray Hardware — Richard McMurray

Hotels and Motels

Myrtle Hotel — Owner, G. H. Ridgdale
& H. Thacker, Manager G. H. Ridg-
dale

Insurance and Real Estate

R. S. Beattie
Allard, Miller
C.E. Curran
Arthur Stephens
W. E. Stearns
Wayne Anderson Agency

Implement Dealers

C.C.L. — Mr. E. C. McElroy
Cochran — Mr. W. J. Knapp
I. H. Carr — Mr. George Bishop
J. I. Carr — Mr. Earl R. Egan
John Dene — Alberta Service Station (by
Phone, Calgary)

Manny Mann-Program — Mr. Art Busby
Mississippi-Moline & Oliver — Mr. Matt
Shatt

Jeweller

Mr. M. Lowry

Mr. O. Bergh

Laundry

Lethbridge Laundry & Dry Cleaners (visits
Bow Island twice weekly)
M. V. Lowry Co.

Locker Service

Carlson Lockers — Carl Carlson
Lumber and Building Supplies
Lester Lumber — Mr. John Lester
Cheney's Lumber Co. — Mr. D. Robert
Reaver Lumber Ltd. — S. E. R. White

Meat Markets

Jerkins' Groceries — Mr. Thomas
Carlson Lockers — Mr. Carl Carlson

Newspaper

Bow Island News Mr. W. H. DeCour-
sey

Oil Companies (bulk)

Imperial Oil Ltd. — E. J. Sengren & Son
British American Oil — Mr. D. Morsch
Anglo American Exploration — Mackenzie
Donovan — Mr. W. J. Knapp
Great West Distribution Ltd. — Mr. D.
Harte

Optometrists

Mr. J. M. Henderson

Painter and Decorator

Mr. H. Skinner

Plumbing and Heating

H. F. Taylor & Sons (Peter's Plumbing
& Heating)

Pool Hall

Guan's Pool Hall — Mr. Ray Schaffer

Postmistress

Miss Margaret Calder

Poultry, Feeds and Farm Produce

Bow Island Produce Co. — Poultry Pro-
duce — Mr. W. H. Starnan
Various Elevators Co. for Feed

Restaurants and Cafes

The Milk Bar — Mr. P. Zyruchuk
Central Cafe — Mr. Matt Shatt
Palm Cafe — Mr. Leong Loh
Taylor's Coffee Shop — Mr. R. L. Taylor
Hotel Calver Shop — Mr. J. Johnson
Highway Coffee Shop — Mr. A. Leter

Schools

Bow Island High School — Principal of
Schools — Mr. D. C. Plunkard, Vice
Principal High School — Mr. F. Ross
Bow Island Public School — Vice Princi-
pal Public School — Mr. H. Smith

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Theatres

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Tusant Court — Mr. Milton Mack

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Town Officials

Mayor — A. J. Desrochers
Secretary Treasurer — M. J. Noble
Councillors — Mr. N. A. Anderson
Mr. J. Ross
Mr. D. V. Ross
Mr. W. J. Knapp
Mr. E. Peterson
Mr. G. H. Ridgdale

Chamber of Commerce

Secretary — Mr. J. E. Francis — Manager
Treasury Branch
President — Mr. E. O. Bergh, Druggist

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BOW ISLAND, Alberta

Brooks

Population — 2,308
Location — 67 miles north-
west of Medicine Hat
Highway — No. 1

THE southern Alberta town of Brooks today centres a fertile, productive irrigation district which in the latter part of the nineteenth century was considered one of the new west's most promising ranching areas. It was in every sense a natural grazing area.

For centuries the semi-arid land with its nutritious game grass had provided year-round pasture for the gigantic herds of wild buffalo which roamed the plains.

In 1881 the Dominion government authorized leasing of up to 100,000 acres each to cattle ranchers for an annual rental of one cent per acre. The signing of Treaty with the Blackfeet Indians four years earlier opened the door for the new era. The slaughter-like hunts for buffalo undertaken by the white man and also the Indian encouraged by the white man had by this time made a good start towards the near extermination of the buffalo which was the final result.

Surveying of the land around what is now Brooks was completed in 1882, the year before the Canadian Pacific Railway pushed steel through the district in completing the Medicine Hat to Calgary section of its transcontinental line.

At the spot where Brooks now stands the railway built a stockyards and cattle loading facilities to accommodate surrounding ranchers.

It was the year 1907 which saw one of the most telling blows to the cattle industry in the district. Cattle losses during that disastrous winter put many of the ranchers out of business.

A breed which seldom accepted defeat in any of their main line areas, officials of Canadian Pacific tried another plan. They built a dam across the Bow River at Bassano, a short distance west of Brooks, and set up the Eastern Irrigation District.



Brookside Auto Court Brooks



Ingram Store — Brooks

The idea was to irrigate land close to the railway and make it suitable for farming. The Bassano Dam irrigation headgates were opened by the then CPR president, Sir Thomas G. Shaughnessy. Brooks by this time had received its official name, from a CPR divisional engineer, Noell Edgell Brooks who was at Calgary from 1903 to 1913.

A large number of new farmer settlers were from the British Isles, brought in by the Duke of Sutherland who purchased 7,500 acres of land in the new irrigation district from the Canadian Pacific.

The railway operated the irrigation project, charging the farmers rent for its benefits, until 1935 when they decided to pay the settlers to take it off their hands and operate it as a co-operative, under the Irrigation Districts Act.

This was accomplished by a special act of the Alberta Legislature which incorporated the Eastern Irrigation District with a board of five trustees. Its headquarters was located at Brooks.

The one time stockyard and cattle loading point has today grown to a social, cultural, educational, health and business centre of a prosperous district. It is the chief marketing and shipping centre for the vast Eastern Irrigation District.

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BROOKS, ALBERTA

The population of Brooks today is about 2,300. One factor contributing to its importance as a commercial centre is its excellent situation as far as transportation facilities are concerned.

The connections provided by its location on the main transcontinental line of the Canadian Pacific Railway are equalled as far as road transport is concerned by Highway No. 1, the Trans-Canada, which brushes the town limits at an intersection with Highway No. 36. The huge highway freighters have an excellent route through Brooks, and Greyhound Bus Lines provides a daily bus schedule with connections to all main centres in North America.



Another view of Brookside Auto Court

In addition, the town is also served by a landing field which permits charter flights into the district.

The town's tax rate is 49 mills on an assessment of \$2,400,000. The debenture debt is \$384,000.

The Calgary Power Company supplies electricity to the town and surrounding district. Natural gas is available from the Canadian Western Natural Gas Company. There are water and sewer services to all the built-up areas of the town.

There are facilities for all winter and summer sports in the town. And in addition Brooks is noted as the centre of an excellent area for duck and upland game



Coleman Service Brooks

hunting. A further summer attraction is picturesque Kinbrook Park, a provincial park about eight miles south of Brooks on Lake Newell.

There are three auto camps and motels in the town for the accommodation of tourists.

The irrigation district of which Brooks is the centre serves about 2,000 farms.

Brooks is in the County of Newell, No. 4. The County Secretary is H. Scammel.

Mayor — J. O. Starratt

Secretary-Treasurer — Fred D. White

Board of Trade Secretary — Dick Clarke



Park Service Brooks

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Brooks

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BROOKS, ALTA.

Brooks Directory

Accountant

Marle Flanagan & Co.

Ambulance Service

R. L. Hansen

Smith Funeral Home

Auto Body Shop

Bessy's Auto Body Shop

Bakery

Brook's Bakery

Auto Supplies

Brook's Parts Phenant Sales Ltd.
Chevrolet-Oldsmobile Modern Auto
Service — Ray A. Bessy
Dodg-Dodge Murray Gordon Motors
Ford Motors — Brook's Garage
International Trucks — Newell Motors
Mercury-Mercury — Bessy & Ditt Butler
Plymouth-Chrysler — Ab & Jack's Ser-
vice Garage

Banks

Bank of Nova Scotia

Royal Bank Treasury Branch

Barbers

H. Angle

Jack Tyflock

Walter Smith

Barriers

McMahon, Starn & Egginton

Wm. P. Taylor

C. H. Pendleton

Beauty Parlours

Miss Gaila Clev

Miss G. George

Blacksmith & Welding

Joe's Blacksmith

Walter Farnish

Colman Service — R. H. Coleman

Book Store

Brook's News & Cigar Store

Bowling Alley

Brook's Recreation Hall

Chiropractor

Dr. D. M. Popelock

Churches

United Church

St. Anne's Anglican

Roman Catholic

Mormon

Evangelical Free Church

Construction Companies

Bauer Construction G. Cousins, R. New

field, G. Jacobson

Contractors — General & Building

Bester Construction

Hydicks Brothers

Kedrick & Herbert

Dairy

General Alberta Dairy Plant

Dentists

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Dr. D. C. Desbrier

Doctors

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Dr. Geo. MacLeod

Dr. D. R. Culver

Dr. W. C. Proulx

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Transport Companies

Delley's Transfer

Cantino's Transfer

Canadian Pacific Express

Dry Cleaning

Gelbraith Cleaners

Electrical Appliances Sales & Service

Spencer Electric

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Lee's Radio

Brook's Service

Federal Home

W. D. Smith

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Raines & Ltd.

Carl's Dress Shop

Garages

Ab & Jack's Service

Anderson Brothers

Brook's Garage

Calman Service — R. H. Calman

Modern Auto Service — Ray A. Bessy

Murray Gordon Motors

Newell Motors

Park Sales & Service — J. H. Gelbreith

Phenant Motors

Trans-Canada Service

Olson Bros. Service

General Merchants

Brook's Market

Ingram's Store

Isakson's Groceries

North End Store

Quinn's Groceries

Swenson's Store

Steinbock's Ltd.

O. B. Nelson Men's Wear

Carl's Men's Wear

Carl's Dress Shop

Fashion Footwear

Hansen's Ltd.

Ellis's Jewellery

Fraser Jewellery

Grain Companies

Alberta Pacific Grain Co.

Alberta Wheat Pool

McCabe Grain Co.

Brook's Feed Mill

Hardware Supplies

Ingram's Hardware

MacLeod's Ltd.

Manitoba Wells Store

Hospital

Brook's Municipal Hospital

75 beds

Hotels & Motels

Newell Hotel

Brook's Hotel

Oxford Hotel

Phoenix Hotel

Brookside Auto Court

Brookside Auto Court

Martin Rebo

Insurance & Real Estate

F. H. Berry

J. H. Schwartz

Harley & Fulton

G. T. Moore

W. C. Brundage

G. M. Hestley

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Cochran's

L. H. C. — Newell Motors

J. I. Case — Dittburner & Baxter

John Deere — Anderson Brothers

Murray Harris-Parkinson — Murray Gordon

McIntyre

McCabe-McIntyre — Murray Gordon

McIntyre

Oliver — Lowrie

Jewellers

Ellis & Jewellery — C. Ellis

Fraser Jewellery

Library

Brook's Public Library

Locker Service

Brook's Market

Lumber & Building Supplies

Allen Lumber

Wilson Brothers Supply

Allen Lumber Company

Depot's Millwork

Meat Markets

Ingram's Store

Quality Meat Market

Brook's Market

Newspaper

Brook's Bulletin

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Restaurants & Cafes

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Marie Cafe

Hotel Newell Coffee Shop

Marion's Soda Bar

Phoenix Cafe

Star Cafe

Trans-Canada Coffee Shop

Schools

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Public School — Ed. Johnson

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Fashion Footwear

Taxi

R. L. Hansen

Theatre

Gaiety Theatre

Tourist Camps

Brookside Auto Camp

Brookside Auto Court — Martin Rebo

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Commissioner — Ben Nelson

Dr. Ben McLeod

E. W. McKellar

E. W. Lewington

Chas. T. Schen

O. P. Large

Board of Trade Secretary — Dick Clarke

Bruce

Population — 200.
Location — 75 miles S.E.
of Edmonton.
Highway — No. 14.

THE village of Bruce, population 200, is on No. 14 Highway, some 75 miles south-east of Edmonton. It is close by the famous Viking-Kinsella gas field immediately to the east and the natural gas fuel has figured in Bruce's history and enhanced its development since the early 1920's. The district population, around 500, is engaged in grain-growing and stock-raising. The heavy loam land, valued at \$40.00 per acre, gives on the average 15 to 20 bushels of wheat to the acre, 40 to 50 bushels for oats and 35 to 50 bushels per acre for barley. There are some purebred Hereford herds maintained on district grassland and a quantity of other livestock.

Bruce is ideally situated from a communications standpoint it is on the Canadian National Railways mainline and over No. 14 Highway the Sunburst Bus Lines affords daily service to outside points. Calgary Power supplies electrica, energy and of course, Bruce has benefited from natural gas heating for many years.



Don's Service — Bruce

The village and district is the home of one of the oldest stampedes in Alberta and today the stampede association is still active, in 1955 sponsoring the 41st Annual Edition of the popular event. Bruce has always been sports-minded, its history dates back to the first of the century and accounts for those early years emphasized the interest shown in hockey, baseball and tennis. The Haight families, The Delys, MacArthurs, Ollbergs and Coles were some of the first settlers around the Bruce post office and the W. J. Earl store in 1906. In those pioneer days there was also a fine village band. At present, Bruce has active athletic organizations, including a recreation club and a curling club.

Business enterprises in the village include two general stores, service stations, implement agencies and auto suppliers, a hotel, lumber office, oil bulk stations, cafe, shoe and harness shop and a hardware.



Bruce Hardware

There is a seven-room school in Bruce, a town hall centre of many social activities, and three religious groups, United Church, Roman Catholic and Lutheran congregations.

Bruce is situated in the municipal district of Beaver No. 13. The Reeve is J. Rosenthal, Viking, and the Municipal Secretary is Letourneau, Ryley.



Rudy's General Store — Bruce

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Bruce Directory

Auto Supplies

International Trucks — Stanbough Bros.

Barber

Dan Teske

Blacksmith & Welding

R. Davin

Churches

United — Rev. Sedstead

Norcan Catholic Church — Father Perce

Lutheran Church — Rev. Nielsen

Garages

Don's Service Garage — D. C. Stanbough

Bruce Motors — W. A. Dorn

General Merchants

Body's General Store — Body Koppel, Jr.

Leo's Groceries & Meats

Grain Companies

Alberta Paddle Grain

National Grain Co.

Sears Grain Co.

Alberta Wheat Pool

Hardware Supplies

Bruce Hardware — C. I. & J. G. Fredericks

Hotels & Motels

Bruce Hotel — Peter Cichok

Implement Dealers

Columbia — Stanbough Bros.

Manley-Harris-Peapack — W. A. Dorn

Oliver — Stanbough Bros.

Lumber & Building Supplies

Stanbough Bros.

Meat Market

Bruce Meat Market

Oil Companies (Bulk)

Imperial Oil

White Horse

Pool Hall

Dan Teske

Postmistress

Mrs. L. Teske

Restaurants & Cafes

City Cafe

Schools

Seven Rooms

Shoe Repairs & Sales

Bruce Shoes & Harnes

Wood-Coal-Gas-Etc.

Natural Gas

Northwestern Utilities

Board of Trade Secretary

C. I. Fredericks

The Council and Citizens of

BRUCE

Welcome All Visitors



Aerial View of Calgary

Calgary

Population — 158,008.

Location —

Highway — Nos. 1 and 2.

THE contribution of the North West Mounted Police (now the Royal Canadian Mounted Police) in the winning of the Canadian West to law and order is nowhere underplayed in Canadian history.

It was the arrival of this comparatively small but determined group of men in the early 1870's which spelled an end to lawlessness and exploitation and made it safe for peaceful, industrious settlers to begin their task of building Canada into a nation which bordered sea to sea.

However, there is one contribution to Canada for which the famed Mounties are not often given credit.

It was the Force which was responsible for establishment of a settlement which today bears a name which has become synonymous with all the romantic legends

of the old west. The Mounties gave Southern Alberta the original fort which is today the City of Calgary. And the City of Calgary has given Western Canada (and people from all over the world) the fabulous frontier extravaganza which is the annual Calgary Stampede.

It was in the year 1875 that a troop of Mounties under Inspector Brisebois was dispatched to establish a post at the junction of the Bow and Elbow Rivers. The site had been earlier picked out by Col. Macleod, assistant commissioner of the RCMP as ideal for the location of a detachment.

Col. Macleod, quite possibly chose much wiser than he had ever imagined. With other centres in the province much longer established, the City of Calgary has today outstripped all others in the south of the province.

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A panoramic view along the Bow River in Calgary

in growth and development. Particularly in the last few years, expansion in Calgary has been nothing short of phenomenal. The population of the metropolitan area today is estimated at an excess of 150,000.

To a very large degree the growth of Calgary has been the result of its idea, location. It is in the natural centre of an area where varied productivity from agriculture has made it an always prosperous focal point for trading and business.

Immediately east of the city is the dry farming and wheat growing land. A bit further east are the irrigation areas where wheat and forage crops are the main products.

West and north of the city is a mixed farming and dairying district which produces a large amount of coarse grains, beef cattle, hogs and dairy products.

Southwest are the foothills of the Rockies. Mixed farming and ranching country which includes some of the finest range land in North America.

By 1831, Calgary consisted of the Mounted Police barracks, the Hudson's Bay Company and I G Baker stores and one house occupied by the commanding officer of the police detachment.

The first spark for the tremendous growth which has made Calgary the metropolitan area it is today could be said to have fallen from the firebox of a railway engine. The first Canadian Pacific Railway train reached the settlement in August of 1883 after construction crews had set a record for the laying of steel on the stretch between Medicine Hat and Calgary. The record set was a mile of track in one hour. It could be that the crews were hurried in their work by the realization that they were building through territory in which the often hostile Blackfoot Indians had not many years ago held sway. And it was known that the braves did not look with favor on construction of the iron trail into their hunting grounds.

Calgary from the start has been on the main line of the Canadian Pacific's transcontinental service.

In addition, it is a main terminus for the Canadian National Railway's branch lines in Alberta.

For road transport the city is excellently served by Trans Canada Highway No. 1 the province's and the nation's main east-west artery, and Highway No. 2 which swings up from the American border continues through to Edmonton and thence on north to connect with the Alaska Highway.



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CALGARY, ALBERTA**

The fully modern, 1,150-acre airport which serves the city and surrounding district is municipally owned. There is a privately owned repair plant which connects to the runways with paved ramps.

The city is on Trans Canada Airlines main east-west sky route. Canadian Pacific is the other company operating a major regular schedule out of the city.

The City of Calgary is 866 miles west of Winnipeg, 630 miles east of Vancouver, 138 miles north of the International Boundary and its elevation is higher than any other major city in Canada its lowest levels are higher than the highest settlement in Eastern Canada. Located at the point where the blue-green swiftly-flowing waters of the beautiful Bow River are joined by the equally impatient Elbow, its geographical position is unique. Calgary commands the eastern and most important entrance to the Banff National Park and the mountain playgrounds generally, the scenery in this park is a crescendo of beauty perhaps not surpassed anywhere in the world.

The first impression received by a visitor to Calgary, if the weather is on its good behavior, as it generally is, of sparkling sunshine, a cloudless blue sky and a

magnificent view of the Rockies, (average annual sunshine 2,222 hours). The altitude 3,486 feet — gives the air an exhilarating quality not unlike a mild intoxication. Indeed, the climate of Calgary is one of her major assets. Snowfall and rainfall are light, winter temperatures occasionally fall quite low, and summer temperatures may be high, although nights are invariably cool. But the outstanding feature of the climate is the "Chinook" — a warm wind that comes down from the mountains and converts winter into springtime. This wind may cause temperatures to rise 40 or 50 degrees in two or three hours. The Indians have a legend for these warm winds, which reads as follows: Once upon a time there was a beautiful Indian maid whose name was "Chinook." One cold winter's day she wandered into the mountains and was lost. The bravest warriors made a search for her but she could not be found. While they were searching, a warm breeze came down from the mountains melting the snow and the warriors gazed at each other in wonder and whispered "It is Chinook's breath."

Due to the absence of smoke, because natural gas is used as a fuel, the walls of buildings are astonishingly clean.

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There is a plentiful supply of cheap natural gas, electricity and cold, sparkling water, the highest temperature of the water during the last ten years was 65° F during July, 1941. The average yearly temperature for the same period was 45° F.

Calgary's administration is progressive. It shows neither fear nor compunction about breaking away from old and establishing the new. It is a city committed to municipal ownership. From its street railway (now converted into a trolley-bus system with gas-bus feeder lines) its municipal water works, electricity municipal libraries children's clinic, stadium, laboratory, hospitals, paving plant, golf club, cemeteries, swimming pools, its 453 acres of public parks and 315 acres of playgrounds, its zoo, with its range of animals from lion to kangaroo. Its (privately owned) Inglewood bird sanctuary, its display of life-size models (up to 75 feet in length and weighing 40 tons) of the dinosaurs which roamed Alberta swamps 60 million years ago, to its municipal airport, Calgary has accepted and demonstrated the principle of municipal ownership.

The form of government is Commission with Council Elections are by proportional representation with single transferable vote, and the 'initiative referendum, and recall' is in effect. Half the members of the council are elected each year the mayor and the commissioner are elected for two years. The tax rate (\$8.5 mil) may appear high, but should be read in conjunction with the fact that buildings and improvements are assessed at only half their value.

The heart of the city is in the valley of the Bow, more than a mile in width and as level as a prairie field. There are many lovely homes and the residential areas have penetrated up the river valleys and over the surrounding hills.

The avenues run east and west, and the streets north and south. This system, with numbering increasing from the centre, enables a person who is not familiar with the city to locate any address.

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CALGARY, ALBERTA

Calgary is at the crossroads for road, rail and air transportation. Paved highways run north, south, east and west to Banff National Park. Through the east gate of this park 407,023 visitors registered during the nine month season of 1950 and all these visitors would pass through the city.

Calgary is on the transcontinental highway, the transcontinental railway and the transcontinental airway.



A popular exhibit in Dinosaur Park, St. George's stand is "Dippy" the Dinosaur

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Excellent federal, provincial, municipal, and private health services are available. These services include eight hospitals, a tuberculosis sanatorium, 178 medical practitioners — 85 of these being specialists and 71 dentists. A new \$3,000,000 general hospital has been constructed.

There are 49 public schools with 13,500 pupils, 10 separate Roman Catholic schools with 1,846 pupils, one Junior College that offers first year university courses, also commercial and music courses. The Provincial Institute of Technology and Art offers day and evening courses in fine art, commercial art, craftwork, ceramics, etc., also apprenticeship training and correspondence courses in several subjects. This same institute houses the Calgary branch of the University's Faculty of Education which offers the first two and three years of education degree courses. In addition there are 25 miscellaneous private schools which teach a variety of subjects.

Calgary's five public libraries loaned during 1949, a total of 534,883 books and 7,225 records and showed 2,833 films.

Cultural development is centred in the Allied Arts Centre, which has an individual membership of 1,509, and 24 affiliated organizations.

Calgary has 14 theatres, two of which are drive-in theatres.

Recreation and sports are well provided for by the Recreation Commission which acts as an advisory board

to the city council on sports and recreation and coordinates these activities throughout the city.

During 1949 the City spent the following sums on sports:

| | |
|----------------------|----------------|
| Golf course | \$14,430 |
| Swimming pools | 10,215 |
| Playgrounds | 28,540 |
| Skating rinks | 17,612 |
| Stadiums | 2,947 |
| | <hr/> \$78,750 |

The sportsman who is looking for hunting or fishing, will find trout and grayling, in the Bow and Elbow rivers that flow through the city, and within a two-hour driving radius he will find good fishing for several species of trout, grayling, pike, perch, pickerel and goldeye. Within the same radius will be found partridge, prairie chicken, ducks, geese, antelope, deer, elk, moose, bear, big-horn mountain sheep and goats.

There are 113 churches and places of worship, 29 hotels with a total of 2,807 rooms, also 30 tourist camps and motels.

There are seven banks with 14 sub-branches, and a branch of the Alberta Government Treasury, two daily newspapers with a total daily paid circulation of 72,119, three radio-broadcasting stations and 100 licensed amateur radio operators.

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Aerial View of Camrose

Camrose

ONE of the more recent Alberta centres to achieve city status, Camrose is situated in a fertile mixed farming district in the north central portion of the province, about 90 miles south-easterly of Edmonton. It celebrated the Golden Anniversary of its establishment this year in the midst of province-wide Fiftieth Jubilee observances.

Camrose is not the original name of the thriving community which occupies its site today. The hamlet which was founded on May 4, 1905, was named Sparling after a Rev. Dr. Sparling of Winnipeg. The name was changed to Camrose in 1906, just prior to the fledgling community assuming town status. It was discovered that the name Sparling was frequently confused with Sparling in Manitoba and Stirling in Alberta.

F. F. Layton was the first village overseer in the pioneer community.

Population — 6,000.

Location — 90 miles S.E. of Edmonton.

Highway — No. 13.

The original townsite was laid out in the spring of 1904 on the homestead of a pioneer settler of the district, Ole Bakken. By June of 1905 a railway grade had been completed into the community from Wetaskiwin. Stoney Creek was bridged and rails were laid that year.

By the late fall of 1906 a daily passenger service dubbed by loca. wags as "The Blue Flea Special" was operating from Wetaskiwin through Camrose and on to Daysland about 35 miles southeast.

The original townsite was a modest eight blocks. However by 1911 a real estate boom had mushroomed the town area to about eight square miles. A fair portion of this surveyed area has since reverted to farm land.

Duncan Sampson of Little Current on Ontario's picturesque Manitoulin Island was the first merchant to establish in the new community. He arrived in May of

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CAMROSE



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CECILE TABLER, Prop.

Downstairs of Alice Hotel

CAMROSE PHONE: 2057

CASPER PHONE: 85

1904 His first establishment was a small store with a dwelling upstairs located on a road allowance on the west side of the townsite. When the survey was completed in October of the same year he was given first choice on a new lot and moved his business to the centre of the new townsite.

In the very early months before postal facilities were set up, arrangements were made to have mail for pioneers of the district dropped off at Sampson's store by the Wetaskiwin-Heather Brae mail coach. Settlers picked their letters out of a soap box in Sampson's store.

Most of the services came early to Camrose. By 1905 Camrose had a doctor (Dr G G Stewart formerly of Bittern Lake), a newspaper (The Camrose Mail), a new school which included a high school grade, two hotels, a lawyer, churches.

By 1911 a steam operated electrical plant was supplying power to residents of the fast growing town.

The city of Camrose today has a population nearing the 5,000 mark.

It is located on Highway No. 13, one of the main provincial thoroughfares, linking it directly with Wetaskiwin and thence via No. 2 Highway to Edmonton. There is a daily bus service via the Sunburst Line.

The city is served by both of Canada's major railways.

The majority of Canadian National's main Edmonton-south branch lines are routed through Camrose, including the two main routes south to Calgary. Canadian Pacific's main northern route, Edmonton-Saskatoon-Winnipeg also passes through Camrose.

The tax rate in the city is 49.5 mills, on an assessment of \$12,159,363. The municipal debt is \$427,123.81.

Power for the city and surrounding district is now supplied by the Calgary Power Corporation which took over the service in the 1930's.

There are local improvements throughout the city owned by the municipality.

There are three grain elevators operated by the Alberta Wheat Pool, United Grain Growers and Byers. Combined storage capacity is 375,000 bushels.

The R.C.M.P. provide police protection for the city. There is a well equipped fire department.

The health needs of the community are adequately served. There are eight doctors practicing in the city and district. The 100-bed St. Mary's Hospital, operated by the Sisters of Charity is a fully equipped, modern institution.

The city has four primary school buildings in which students from Grades 1 to 8 are well accommodated. There is also a city high school and in addition the John Russell Intermediate School. Other educational institutions in the city are the Camrose Lutheran College, the Alberta Bible Institute and the Canadian Lutheran Bible Institute.

There are thirteen churches in Camrose. They are the First Baptist Church, Grace Lutheran Church, the United Church Mission Covenant, Pentecostal, St. Francis Roman Catholic, Synod of Diocese St. Andrew's Moland Norwegian Evangelical Lutheran, the Salvation Army Citadel, Augustana Bethel Evangelical Lutheran, Alberta Bible Institute, Wilhelmina and Frdeholm Church and the Canadian Lutheran Bible Institute.



Camrose Radiator Works

The city offers to its residents, farmers and ranchers of the surrounding district all the services and advantages of any metropolitan centre. There are four hotels for the accommodation of visiting businessmen and tourists. And the 10 cafes and lunch counters have a reputation for fine service and good food.

Camrose is very well off for spacious halls in which citizens can pursue indoor activities of a cultural or social nature. The Elks' Hall, Legion Hall, Kinsmen Hall, Masonic Temple and the new city-owned drill hall are all well equipped, adequately furnished meeting places.

All the usual sports facilities are available in the city, for both summer and winter activities.

For the motoring visitors there are two modern, comfortable motels within the city limits.

The land in the farming, ranching district around the city is the well known Camrose loam which has yielded a long time average of 28 bushels to the acre in wheat. The average yields on oats are 55 bushels to the acre in barley 45 bushels and rye 20 bushels.

When land is available for sale it usually brings a maximum of \$30 an acre.

The beef cattle population of the district is estimated conservatively at 5,000 head, with a large number of purebred herds.

District farmers also raise about 20,000 swine, mainly the Yorkshire breed. A fair number of sheep, about 1,000 are also kept in the district.

The dairy industry is another important phase of rural life. About 7,000 head of dairy cattle are raised on district farms.

Camrose is in the Rural Municipality of Camrose, No. 63. The R. M. Secretary is C. S. Wiseman.

Mayor — Hume.

Secretary-Treasurer — Walter Sharplin.

Board of Trade Secretary — J. H. Murray.

ALICE HOTEL

BILL YAKIMEC Prop.

56 Clean Comfortable Rooms - Hot and Cold Water
Cafe in Connection Fully Licensed

PHONE 2124

CAMROSE, Alta.

Camrose Directory

Accountants

E. J. Parley
Matheson & Company

Ambulance Service

Harvard Ambulance
R. Burger Ambulance

Auto Body Shops

Camrose Auto Parts & Auto Wrecking
Elmer's Body Shop
Lawrence & Paul's Garage
Ken Gladstien — Central Garage

Auto Supplies

Black-Pontiac — Fernie Motors
Chevrolet-Goldsmith — Central Garage
Dodge-DeLuxe — Camrose Motors
Ford-Merchandise — Camrose Auto Service
International Trucks — Schell & Barrie Ltd.
Mercury-Mercury — Crawford & Co.
Plymouth-Chrysler — Anderson Motors
Sno-Baker — Pioneer Garage

Bakeries

Price's Bakery — Shirley's Bakery

Banks

Canadian Bank of Commerce
Royal Bank of Canada
Bank of Montreal — Treasury Branch

Barbers

W. L. Kneat — Leden & Murray

Beauty Parlours

Como Beauty Parlor
Koski's Hair Dressing — Cecile Taylor
Modern Beauty Shop

Blacksmith & Welding

J. Arndson — Dastard Welding

Book Stores

Camrose Stationery — Corner Book Store

Bowling Alleys

Rose Bowl Recreation — Camrose Recreation

Chiropractors

Dr. B. M. Carter — Dr. J. E. Forsess

Churches

First Baptist Church
Grace Lutheran Church
United Church
Mission Covenant Church
Presbyterian Church
St. Francis Catholic Church
Synod of Diocese St. Andrews
Midland Norwegian Evangelical Lutheran
Reformation Army Hall
Anglican British Evangelical Lutheran
Alberta Bible Institute
Wilhelmina & Pentecostal Church
Canadian Lutheran Bible Institute

Construction Company

Fred McLaughlin

Contractors — General & Building

Olson & Rasmussen
Wallbank & Mowman
Chas. T. Burgess & Sons

Dairy

New Dairy

Dentists

Dr. G. D. McIver — Dr. A. R. Unchel
Dr. Myers — Dr. J. Durbar

Doctors

Dr. F. M. Smith — Dr. J. H. Young
Dr. C. H. Smith — Dr. H. F. McGinnis
Dr. A. L. Fordyce — Dr. Baker
Dr. W. D. Slack — Dr. R. D. Rikhe

Druggists

Bailey Drug — Corner Drug
Bert Gravel — Johnston's Drug

Dry Cleaning

Frederick Chubb & Sons — Dry Cleaners
Peters Dry Cleaners

Electrical Appliances Sales & Service

Kee's Electric — Wilson & Cassidy
Miller Electric Service
Parker & McLeod

Funeral Homes

Revelant Funeral Home
Burger Funeral Home

Furs

Roberts Ltd.
Garages

Crawford & Co.
McFadyen Brothers
Imperial Service Station

Pioneer Garage
Anderson Garage
Dick's Garage

Central Garage — Camrose Ltd.
Purity Oil Service
Central Garage Service Station

Fernie Motors
Continental Motors
Chisham Motors

Camrose Auto Service
Paul's Service Station
Lynn's Service Station

Great West Dist.
Hire Way Service
Magic Leaf Service

Continental Service
People's Service
City Gate Service

Schell & Barrie Ltd.
General Merchants

Fortune & MacKinnon
Archie Development Store
Leyton's Men's Wear

Study's Ltd.
Fisher's Ltd.
Lawrence's Ltd.

Smith's Store
Camrose Dress Shop
Ledy's Men's Shop

Elsa Sewing Centre
Tut's Grocery & Snack Bar
Buddy's Cash & Carry

Singer Sewing Machine
Grain Companies
Alberta Wheat Pool

United Grain Growers
Byers
Hardware Supplies

Bulkin's Hardware Store
Olson & Rasmussen
McLeod's Limited

Camrose Coop Store
Crawford & Company

Hospital

St. Mary's Hospital

Hotels & Motels

Alton Hotel — Bill Yakusht
Arlington Hotel
Windsor Hotel

Heatherbrook Hotel
Johnson's Motel

Implement Dealers

Allen-Chalmers — Alberta Machinery
C.C.F.L. — Camp Store
Schell & Barrie Ltd.

J. I. Cow — Camrose Farm Equipment
John Dero — Crawford & Co.
Murray Harris-Ferguson — Anderson Farm

Equipment
Muscatola-Morris — Pioneer Garage
Olson — Crawford & Co.

Insurance & Real Estate
Food King Agencies
Joyce & Chisham

Shuman Services
LIFE INSURANCE
I. G. Levesque

A. J. Kennedy
A. G. Barclay
Chisham-McGinnis

Tommy Ennsfeld
Charley MacDonald
Jewellers

Streamed Jewellers
Hobson's Jewellery
Laundry

Modern Laundry
Hire Laundry
Locker Service

Duggan's Foodland
Lumber & Building Supplies
Imperial Lumber Co.

Beaver (Alberta) Lumber Co.
Crown Lumber Co. — Royal Lumber Co.

Meal Markets

Camrose Meat Market
Corner Meat Market

Newspapers

Camrose Canadian
Camrose Booster

Oil Companies (Bulk)

Imperial Oil
Canadian Construction
U.F.A. Co-operative

Canadian Oil Co.
Dunlop Oil Field Supply
McLeod Petroleum Co.

North Star Oil Ltd.
Imperial Oil Ltd.
B.A. Oil Co. Ltd.

Optometrists

Dr. J. R. Coates
Dr. J. M. Clarke

Painters & Decorators

R. Gilbertson

Photographers

Langlois Studio
Parson Studio
Star Photo Finishes

Plumbing & Heating

Jerguson Plumbing & Heating
Friedlander & Johnson
Bower & Wood

King's Sheet Metal Shop — Adam, & King

Pool Halls

Camrose Recreation
Rose Bowl Recreation

Postmaster

Mr. F. A. Kent

Poultry & Feeds

Alberta Poultry Producers
Camrose Poultry — Byers Flour Mill

Radiator Service

Camrose Radiator Works

Restaurants & Cafes

M. O. Cafe — Arlington Hotel
Bill's Cafe — Shirley's Bakery
Royal Cafe — Blue Dapet
York Cafe — Alice Hotel

Schools

High School — J. McLaughlin
John Boyd — J. Stewart
Camrose Lutheran College
Alberta Bible Institute

Canadian Lutheran Bible Institute
McLeod College School
Educo

Shoe Repairs & Sales

Gannier's Shoe Repair
O. Bender Shoe Repair
S. Benson

Taxis

Moller's Taxi
Quince's Taxi
Pete's Taxi

Theatres

Kan Theatre
Baird Theatre
Tourist Camp

Volcanizing

Gleason's Tire Service
Camrose Tire Co.

Wholesale Houses

Western Auto Supply
McLeod Consolidated
Price's Bakery

Wood-Coal-Gas-Elec.
Camrose Cattle Co. Ltd.
Camrose Poultry Ltd.

TOWN OFFICERS

Mayor — Mayor Hans
Secretary — Walter Shapiro
Councillors — R. G. Brimacombe, Dr. F. M.

Smith, H. Cohen, R. Magnusson, O. A. Jensen, Dr. Douglas

Board of Trade Secretary

J. H. Murray

ESTABLISHED 1917

PIONEER GARAGE

Operating a fully equipped Machine Shop

Gas and Electric Welding
Steering and Body Work

PHONES 2311-2895 Camrose

1912-1925

Klug's Sheet Metal Shop

ADAM J. K.LUG, Prop

Painting — Re-roofing — Ventilation
Furnaces — Air Conditioning — Heating
FREE ESTIMATES

PHONE 2335 CAMROSE, ALBERTA

Carbon

Population — 400.
Location — West of Drum-
heller
Highway — No. 28.

JUST west of Drumheller and located in the pretty Knee Hill Creek valley is the village of Carbon incorporated in 1912 and today numbering over 400 residents. Served by a CPR line, Carbon is on No. 28 Highway and only seven miles north of No. 9, an important link in the provincial highways system. The district population of some 1,000 persons is located on the good heavy grainlands or on the pasture land in the Knee Hill Creek Valley. The grain lands are valued at \$40 to \$45 per acre and yields, taking a 10 year average, are approximately as follows: 20 bushels per acre for wheat, oats 40, barley 35 and rye 18. The pasture lands sustain a large livestock population, chiefly purebred Hereford and Shorthorn herds and Holstein dairy herds. There are also some Suffolk sheep flocks and a number of farmers keep swine, chiefly Yorkshires.

Carbon has a modern sewage system and a debenture debt of \$101,507 incurred as a result. The tax rate is 50 mills and the village assessment is \$345,530. Business interests include several auto suppliers, garages



Garrett Motors Carbon

and service stations, gas and electrical supplies service a blacksmith and welding shop, fine general stores, a dairy, a hotel, an insurance and real estate business, a locker service, meat markets, a weekly newspaper (The Chronicle), oil, bulk stations, transport and building contractors, a drug store, cafes, plumbing and heating agency and a Bank of Montreal. The village maintains a constable and a volunteer fire brigade.

There is a public and high school building where all 12 grades are taught and adjoining the school grounds is a park area with a swimming pool and camping space for tourists. Active organizations include the Lions Club and the Masonic Lodge which maintains a hall, and



Fresh & Son Grocers - Carbon

the I.O.O.F. chapter. There are four churches, Anglican, Baptist, Roman Catholic and United, and their affiliated organizations. A doctor is in residence here.

Carbon is in the municipal district of Knee Hill, No. 48. L. P. Meston at Three Hills is Reeve and the Rural Secretary is G. G. King, also of Three Hills.

Mayor — John J. Frohn

Secretary-Treasurer S. F. Torrance



Baptist Church in Carbon



GARRETT MOTORS

MINNEAPOLIS-MOLINE & OLIVER FARM IMPLEMENTS
GENERAL MOTORS PRODUCTS

PHONE BUS. 31

CARBON

PHONE RES. 23

ALBERTA



C. H. NASH & SON

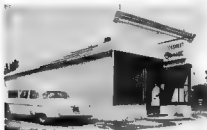
GROCERIES AND PROVISIONS

BUSINESS BORN IN 1905 STILL GOING STRONG

50 Years of Service to the Village and District of Carbon

PHONE 11

CARBON, ALBERTA



Schacher Sales & Service Carbon



Dave's Welding Carbon

DAVE'S WELDING & BLACKSMITH SHOP

Portable and General Welding - Blacksmithing

RES. PHONE 63

BUS. PHONE 77

CARBON, ALBERTA

Schacher Sales & Service

WALTER SCHACHER, Prop.

Propane Gas & Appliances - Electric Supplies
General Farm Supplies

PHONE 13



CARBON, ALTA

Carbon Directory

Auto Supplies

Chevrolet-Oldsmobile - Garrett Motors
Dodge-DaSilva - Carbon Auto Service
Ford-Monarch - Wright Motors
International Trucks - Wright Motors
Mercury-Motor - Wright Motors

Bank

Bank of Montreal

Barber

Paul Schinnerer

Blacksmith & Welding

Dave Pearson

Book Store

W. W. Steeves' Drug Store

Churches

United Church of Canada - Rev. W. P. Schinnerer

Baptist Church - Rev. W. Muller

Anglican Church - Rev. J. Roberts

Roman Catholic Church

Contractors - General & Building

Olive Johnson

Paul Peck

Dairy

Stewart H. Day

Doctor

Dr. R. Milne

Druggist

W. W. Steeves

Dry Cleaning & Tailor

Alex Soboyan

Electrical Appliances Sales & Service

Walter Schacher

Garages

Garrett Motors - Wright Motors

General Merchants

Farmers Exchange - L. Peason

Idea Hardware - J. W. McCracken

Victor Patterson - R. D. Patterson

C. H. Nash & Son - W. A. Bralich

Grain Companies

Alberta Pacific Grain Co. - Theo. Schindt

Alberta Wheat Pool - Ed Foster

Pioneer Grain Co. - Earl Githhagen

United Grain Growers - Don Wilson

Hardware Supplies

Idea Hardware - Crown Lumber Co.

Farmers Exchange - Walter Schacher

Hotels & Motels

Carbon Hotel Ltd.

Implement Dealers

Cockburn - Walter Schacher

I.H.C. - G. N. Wright

J. I. Case - Garrett Motors

John Deere - O. R. Peason

Manney-Harris-Ferguson - G. G. Dieck

Minnesota-Moline - Garrett Motors

Olive - Garrett Motors

Insurance & Real Estate

S. F. Torrance

Jeweller

Frank E. Harris

Library

Home & School Association

Locker Service

Leonard Peason

Lumber & Building Supplies

Crown Lumber Company

Meat Markets

C. H. Nash & Son

Carbon Locker & Storage - L. Peason

Newspaper

Carbon Chronicle

Oil Companies (Bulk)

Imperial Oil - S. N. Wright

British American Oil Co. - G. Dieck

Purity 90 Products - S. J. Garrett

Plumbing & Heating

Stubbart Plumbing - B. Stubbart

Postmaster

A. J. McLeod

Produce & Poultry

C. H. Nash & Son

Restaurants & Cafes

Carbon Cafe

Collier Cup

Schools

Public & High - John Appleby principal

Tailor

Alex Soboyan

Tourist Camp

Park

Transport Companies

Walter Peason

Ther. Harris - Carbon Transport

TOWN OFFICERS

Mayor - John J. Peason

Secretary-Treasurer - S. F. Torrance

Councillors - H. J. Garbat, Alfred Heavitt

IDEAL HARDWARE

I. W. McCracken, Prop.

General Hardware - Paints & Oils

Sporting Goods

PHONE 3

Box 133

CARBON, Alberta



WRIGHT MOTORS

SIDNEY N. WRIGHT

INTERNATIONAL HARVESTER

Farm Equipment & Trucks

PHONE 19

CARBON, ALTA.



Cardston

Population — 2,500
Location — 45 miles SW
of Lethbridge
Highways No.'s 2, 5, 4—
Junction

ON October 24, 1888, Charles Ora Card and two companions, Bishop Isaac Zundel and Elder James W. Hendricks of the Mormon Church, made camp at the mouth of Lee Creek in Southern Alberta. For Card it was the end of a trek he had begun some six weeks earlier to explore for new land suitable for settlement by a group of Mormons from the Cache Valley area of Utah.

The camping spot today is the centre of the town of Cardston, Alberta, a thriving community in one of Alberta's more prosperous mixed farming areas.

Mr Card returned to his camping site in May of 1887 accompanied by the first of the area's new homesteaders. The main company of pioneers arrived in June of the same year.

The hardy American and his companions were not the first to take up squatter's rights in the Lee Creek area. In 1825, an Englishman with ambitions of ranching, Edward Neal Barker, had set up a camp a mile up Lee's Creek. He built a shack in the fall of 1835, but wintered at the John Smith homestead on the Belly River 45 miles west before returning in 1836 to plant the first garden in the Lee's Creek area.

When Mr Card and Mormon settlers arrived, Mr Barker lent invaluable assistance as a general guide for the area. It was he who led the new homesteaders to the mountains 20 miles southwest to gather much needed timber.

In the main group of settlers was Mr Card's wife, the former Zena Young, daughter of the famed Brigham Young who first led the group into Utah.

At the time of the Mormon settlement at Cardston huge ranches were already operating in the area. The result of a generous Dominion Government offer to lease up to 100,000 acres for ranching purposes at an annual fee of one cent an acre.

One of the largest was the Cochrane Ranch, which adjoined the new Mormon settlement. Eventually, 66,500 acres of the Cochrane spread the portion of 166,500 acres actually owned by the ranch, was sold to the Mormon Church for \$4 an acre.

Just prior to settlement by the Mormons, an event of historic moment occurred near what was to be Cardston. It caused no considerable stir the moment it happened, but it marked the end of an era and almost the end of a people. Near Cardston in 1886 the last of the wild buffalo of the plains was slaughtered.

The town today has a population of more than 2,500, serving a district population of close to 6,000.

A branch of the Canadian Pacific Railway provides the town with an adequate rail link. The highway

service is even better with two of the provinces main north south routes, Nos 2 and 5 running through the town.

Greyhound Bus Lines operate a daily bus service into the town.

The town assessment is \$1,750,000. The tax rate is 50 mils. There is a debenture debt of \$235,800.

Electricity for the town and surrounding district is provided by the Calgary Power Company. The sewer and water services are owned by the town.

There is a town police department and also a local volunteer fire brigade.

There are five schools accommodating a student population of over 800 pupils. A recent addition to the high school building, erected at a cost of \$100,000, provided facilities for a junior high school.

Cardston's first church was the original building erected by the new settlers. It was completed by early June, a matter of days after the main body of settlers arrived.

Today there are four churches in Cardston. The Church of Latter Day Saints (Mormon), the United Church, Roman Catholic Church and the Church of England.



The Spencer Hotel Block in Cardston

SPENCER HOTEL BLOCK

Welcome to Cardston

For Best Eats stop at

CARDSTON GRILL

Specializes in
Sizzling Steaks



Owned and operated by Ilich Davis

PHONE 121 CARDSTON, ALTA.

A HOME AWAY FROM HOME

is

The SPENCER HOTEL

Mary E. Lowry, Mgr.

Greyhound Bus Depot

Phone 123

P.O. Box 503

CARDSTON, ALTA.

FOR PLEASANT HOURS

ED'S RECREATIONS

BILLIARDS — BOWLING
NEWS

Sporting Goods and Licences

CARDSTON, ALTA.

THE MODEL MILLINERY

LADIES WEAR and FANCY DRY GOODS
NOVELTIES

Props. Edith May, Eunice Reid, Lucile Card

Phone 135

Cardston, Alta.

There are facilities for all summer and winter sports in the town. And for the outdoor enthusiasts there is beautiful Waterton Lakes Park which offers excellent swimming, boating and fishing only a short drive from Cardston.

Cardston became a village in 1898. When it was incorporated as a town three years later, the energetic Mr. Card was its first mayor.

The rural area is farm and pasture land. A large area is used in irrigation farming, but there is also some dry farming area. The land is valued from \$35 an acre up.

The long time average wheat yield is 35 to 40 bushels to the acre.



Cardston School

There are a good number of purebred herds among the cattle population, with fine Hereford, Holstein and Jerseys among the more prized animals.

Swine and sheep are also raised on most farms. And a good many farmers also keep dairy herds.

Cardston is in the Rural Municipality of Cardston, No. 6. Wm. Buettner is the R.M. Secretary.

Mayor — Henry H. Atkins

Secretary-Treasurer — Fred Uibel

Board of Trade Secretary — Louis Darby

Temple City Electric Ltd.

S. L. STUTZ, Mgr.

GUARANTEED SERVICE ON EVERYTHING WE SELL

Phone 127

Cardston, Alta.

HI-WAY MOTORS

COMPLETE G.M. - PONTIAC - BUICK SERVICE

Authorized Texaco Dealer

P.O. Box 310

CARDSTON, ALTA.

Phone 494



Hi-Way Motors in Cardston



Model Millinery in Cardston

LAIDLAW CO.

EXCLUSIVE DRY GOODS
CLOTHING and FOOTWEAR

Phone 24

CARDSTON, ALTA.

Box 70



CAHOON HOTEL

W. G. Bennett Mgr

"The House of Welcome"

Phone 35

A.A.A. & A.M.A. Approved

CARDSTON, ALTA.

Cardston Investment Co. Ltd.

Established 1910

Real Estate • All Lines of Insurance

J. Y. Card • E. J. Card • W. A. Pitcher

Phone 92

CARDSTON, ALTA.

SMITH & SCOTT LTD.

Mercury • Lincoln • Meteor

Minneapolis • Moline

Machinery

Wrecker Service

Phone 118, Cardston, Alta.

MERCURY
LINCOLN
METEOR



Cardston Directory

Accountants

D. A. Cahoon
Dor Card

Auto Body Shops

Central Service
E & R Service
Cardston Motors Ltd.
Smith & Scott
Chief Mountain Motors

Auto Supplies

Smith-Pontiac — 30-WAY MOTORS
Chevrolet-Gibsonville — Central Service
Dodge-DeSoto — Chief Mountain Motors
Ford-Mercury — Cardston Motors Ltd.
International Trucks — Hargreaves Brothers
Mercury-Motor — Smith & Scott
E. J. SMITH
Plymouth-Chrysler — E. & R Service
Studebaker — Wall & Son

Bakery

Em's Bakery

Banks

Royal Bank of Canada
Provincial Treasury Branch
Bank of Toronto

Barbers

Card's Barber Shop
Tony's Barber Shop
Cheesman's Barber Shop

Barndriers

Seth M. Nelson
Briest Stronagan

Beauty Parlours

Fairmont Beauty Parlor
Cheesman's

Blacksmith & Welding

Deer's Blacksmith
Devil's Rope Shop

Book Store

Wilson Stationery

Bowling Alley

Wall's Recreation
E.D. RECREATION

Churches

L. E. B. Church
United Church
Church of England
Roman Catholic Church

Construction Companies

Watson Bros. — Remington Construction
Lemond
Nelson & Manrock

Contractors — General & Building

E. & R. Contractors
D. B. Weyga Contractors

Dairy

Smith Dairy

Dentist

Dr. L. Mathin
Dr. E. B. Whitmore
Dr. P. W. Richmond

Doctors

Dr. John Boussie
Dr. Fred Spelman
Dr. Roy Spelman

Druggists

Cardston Pharmacy
Temple City Drug

Dry Cleaning

Cardston Tailors
A. Odo Cleaners

Electrical Appliances Sales & Service

Temple City Electric — R. L. STUTZ
Wesley's Electric

Funeral Homes

Chesnut's & Morris

Furs

W. I. Van Orman
Ald Scott Jr.

Garages

SMITH & SCOTT
30-WAY MOTORS
Central Service
Chief Mountain Motors
Cardston Motors Ltd.
Hargreaves Bros.
E & R Service
Wall & Son

General Merchants

Laidlaw Camp Dry Goods — H. LAIDLAW
Model Millinery — EUNICE REID

Grain Companies

Alberta Wheat Pool
Alberta Pacific Grain Co.
Stony Milling & Elevator
Galt's Elevator

Hospital

Cardston Municipal Hospital
Blood Indian Hospital

Hotels & Motels

Cahoon Hotel — W. G. BENNETT
Spencer Hotel — MARY E. LOWRY

Implement Dealers

C. G. F. L.
Cochran
I. H. C.
I. B. Case
John Deere
Massey-Harris-Ferguson
Minneapolis-Moline — SMITH & SCOTT

Insurance & Real Estate

Cardston Investment Co. — E. J. CARD
Webster & Co.

Jeweller

Her's Jewellery
Mikie's Jewellery

Library

Town of Cardston

Locker Service

Wood's Meat Market

Lumber & Building Supplies

Meat Markets

Newspaper

Cardston News
Local Press

Oil Companies (Bulk)

Painters & Decorators

Photographers

J. F. Atkinson

Plumbing & Heating

Ball's Plumbing

Pool Hall

E.D. RECREATION

Postmaster

Dahl Caldwell

Poultry & Feeds

Alberta Poultry Products

Restaurants & Cafes

Caboose Cafe
Rex Cafe
Dine Out Cafe
Cardston Grill — HARRIS DAVIS

Shoe Repairs & Sales

Taylor's Shoe Shop

Tailor

Cardston Tailors

Theatres

Mayfair Theatre
Rex Theatre

Tourist Camps

Cardston Motel
Mott's Cabins

Transport

Casper Transport
Keweenaw Transport

Vulcanizing

B & R Service

Wood, Coal, Gas, Etc.

Canada Western Natural Gas Co.

TOWN OFFICIALS

Mayor — Henry H. Atkins
Secretary-Treasurer — Fred Wibbel
Councillors — Art Lundgren
Lloyd Oregon
Floyd Goffey
Albert Wilmer
Wm. E. Tanner
Mark L. Spencer

Board of Trade Secretary

Louise Derby

Castor

THE thriving town of Castor, 90 miles east of Lacombe and about the same distance from the Saskatchewan boundary, has a population of between 850 and 1,000 people and it caters to a district population of 3,000 engaged in grain-growing and stock raising. Castor is also a hunters' and fishermen's paradise. The town is well supplied with transportation facilities. It is on both Nos. 12 and 38 highways. It is served twice daily by the Cardinal Coach Lines and is on the CPR. Like many other prosperous Alberta centres, it has a municipally owned water and sewage system (financed by 20 year 2½ per cent \$200,000 debentures), and light and power facilities, in this case supplied by Canadian Utilities Ltd. There is a local constable, a volunteer fire fighting force and a new post office building was erected recently.

The taxable assessment in Castor is \$200,000 and the tax rate in 1955 was 50 mills. The business community is large and varied, including numerous garages and service stations, implement agencies and auto suppliers, several general stores, three hardware, insurance



Castor Community Hall

and real estate agencies, a good hotel, a Bank of Montreal branch and a provincial Government Treasury Branch Agency, a barrister's office, a building contractor, two resident doctors, a dentist, a drug store, electrical suppliers and a funeral home.

Castor boasts a hospital, dedicated to Our Lady of the Rosary, operated by Catholic sisters. There is a public and high school, and a separate school, the last operated by nuns. Six churches are located here: Knox United Methodist, Roman Catholic, Evangelical United Brethren, Evangelical Lutheran and A.S. Saints Anglican. Besides church auxiliaries and other church groups, active organizations include the Art Club, formed recently, Valley Ski club, the Elks and Masonic Lodges and the Canadian Legion Branch.

Castor is sports and recreation minded. Swimming, boating, baseball, tennis, skating, skiing, curling are popular past-times. Castor Creek, which passes through Castor, was stocked with Perch in 1954. Every fall

Population — 1,000
Location — 37 miles east of
Stettler.
Highway No. 12



Castor Separate School

hunters from the prairies and from United States enter the district to hunt game which populate the area in large numbers.

District land is principally No. 2 brown loam, valued at \$10 to \$15 per acre. Grain yields on the average 12 to 15 bushels of wheat per acre, 30 bushels for oats, 25 to 30 bushels for barley and 25 bushels for rye. There are a number of purebred Hereford and Aberdeen Angus herds kept by district farmers and the town dairy is supplied by Holstein herds. Some Yorkshire swine are kept also.

Castor incorporated as a town in June, 1910, is in the Rural Municipality of Paintearth, No. 53. The Reeve is J. Bateman and the Municipal Secretary is G. T. Tomlinson.

Mayor — Dr. C. R. Cousineau

Secretary-Treasurer — R. C. Warnock

Board of Trade Secretary — W. Mandick



Our Lady of the Rosary Hospital in Castor

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CASTOR, ALBERTA

Phone 53



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General Service to All Makes of CarsAcetylene and
Arc Welding

Phone 38, CASTOR

**MARSHALL WELLS
STORES**

T. P. Harrison, Prop.

Phone 61

CASTOR, ALBERTA

Castor Directory**Ambulance Service**

A. H. Matthias

Auto Body Shop

P. C. Fritz

Bakery

Fred & White Bakery — L. Zinger

Auto Supplies

Black-Stratton Castor Motors

H. J. Schnell Harris Motors

Chrysler-Oldsmobile

Dodge-Delco — Service Garage

A. H. Matthias

Ford-Monarch — Brown Motors

W. J. Brown Harris Motors

International Trucks

J. A. Harris JOHN SCHNELL & SONS

Banks

Bank of Montreal

T. W. R. Thompson, mgr.

Treasury Branch Agency

R. S. Gwynne, mgr.

Barber

R. J. Meyer

Barriester

M. J. Brennan

Blacksmith & Welding

Castor Machine Shop — T. B. Embree

John Schnell & Sons — H. E. SCHNELL

Churches

Knox United — Rev. B. Hartley

Roman Catholic — Fr. J. J. O'Halloran

United Missionary — M. L. Baser

Evangelical United Brethren — F. Beckel

Evangelical Lutheran

All Saints Anglican — Rev. G. S. Gervail

Construction Company

S. L. Sharpe

Contractor — Building

Colley Bros. Ltd. — F. HALL, mgr.

Dairy

Castor Creamery — W. G. Allen

Dental

Dr. H. G. Macnamery

Doctors

Dr. C. R. Counsell

Dr. G. E. Foster

Druggist

Castor Drug Store — M. J. Bain

Electrical Appliances Sales & Service

Home Electric — J. E. Postlethwaite

Cole's Electric — P. Cole

Federal Home

A. P. Lisack & Son

Garages

Grand Avenue Service — M. J. Embree

Castor Motors — H. J. Schnell

Harris Motors — J. A. Harris

Service Garage — A. H. Matthias

Brown Motors — W. J. Brown

Co-op Service — L. J. Marshall, mgr.

John Schnell & Sons — H. E. SCHNELL

Gas (Propane)

Canadian Propane — Commercial Ltd.

P. Plante

General Merchants

Lepchod's Cash Store

Mrs. L. M. Lightbody

Dante's Grocery — P. J. Duran

Maggie's Store — R. J. Wain

Women's Food Market — F. K. Walter

Red & White Store — H. J. Zinger, Jr.

Grain Companies

Alberta Pacific — F. C. Hunt, agent

Alberta Pool Elevator — E. Sharp, agent

Saskia Grain Co. — A. P. Tucker, agent

Hardware Supplies

Community Hardware

Geo. Mann & Co. Ltd.

Marshall Wells Store — T. P. HARRISON

Dun & Household Furnishings — J. V. Bain

Hospital

Our Lady of the Rosary Hospital

Rev. Mother Doreen du sen Expirat

Hotel

Competition Hotel — D. B. DORVAL, mgr.

Insurance & Real Estate

G. J. Gwynne

M. J. Brennan

O. J. Tucker

P. C. Hunt

A. H. Matthias

John Doore — Grand Ave. Service

M. Embree

Murray Harris-Ferguson — E. L. Campbell

Minneapolis-Moline

JOHN SCHNELL & SONS

Oliver Brown Motors — W. J. Brown

Jeweller

Collier's Jewellery — S. L. Collier

Library

Castor & District Public Library

Mrs. S. E. Lane

Locker Service

Twiss Place Meat Market — G. A. Key

Lumber & Building Supplies

Colley Bros. Ltd. — FRANCIS M. HALL

Meat Markets

Twiss Place

Nelson's Meats — W. Nichols

Newspaper

Castor Advance — W. Mandick

Oil Companies (Bulk)

Maple Leaf — L. J. Marshall

Imperial Oil — Mrs. J. W. LONE

North Star Oil — B. M. Johnson

Painter & Decorator

G. C. Kittidge

Photographer

W. Mandick

Phumbing & Heating

Zinger's Plumbing & Heating — C. H. Zinger

Pool Hall

Castor Bonards — H. A. Coatsworth

Postmaster

C. D. Miller

Poultry & Peds

Wilson's Feed Store — R. Wilson

Restaurants & Cafes

Royal Cafe — Bob Law

Competition Cafe — Doug. Son

Schools

Castor Public & High School

J. D. McFetridge, principal

Theodore's Separate School — St. Gervaise

Shoe Repairs & Sales

H. E. Haas

Maple Store — R. J. Wain

Castor Dr. to \$1.00 store — J. P. Natu

Tailor

W. Gross

Theatre

Cast Theatre — Leo Kestler

Wood — Coal — Gas — etc.

Renfield Coal Mine — D. V. Renfield

Canadian Preamble Ltd. — P. Member

Town Officials

Mayor — C. R. Counsell, M.D.

Secretary-Treasurer — R. C. Wain

Commissioner — M. J. Bain, T. P. Harrison

G. T. Tomlinson, A. H. Matthias, W.

Byrne, C. P. Pals

Board of Trade Secretary — W. Mandick

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CASTOR, ALBERTA



Cereal

THE Village of Cereal is well named. For here, in a fertile grain growing area of Central Alberta some 40 miles from the Saskatchewan border, the production of the raw material for the world's cereal market is the prime industry.

The village has a population of close to 200, to supply all the trading and marketing services of a rural population three times its size.

Transportation facilities to the village are on a Canadian National Railway branch line and over provincial Highway No. 9.

The tax rate in the village is 50 mills. Residents of the community enjoy an advantage of most of their contemporaries in as much as they live in a municipality which is debt free.

Canadian Utilities provides electrical services for the village and surrounding district.

The capacity of the grain storage elevator at Cereal is 77,000 bushels. It is owned by the Alberta Wheat Pool.

The Royal Canadian Mounted Police have a detachment in the village. There is a volunteer fire brigade.

Population — 200

Location — East of Drumheller

Highway No. 9

Educational facilities at the present time consist of a one-room public school in which Grades 1 to 6 are taught.

Sports activities have a keen following in the village. Most of the organized teams are under sponsorship of the Cereal Athletic Association.

For indoor activities of a social and cultural nature there is the well equipped, spacious Community Hall.

The chocolate loam land of the district is valued at from \$10 to \$20 an acre. The long time average yields run to 15 bushels an acre in wheat, 40 bushels an acre for oats, 20 bushels for barley and 10 bushels for rye.

There are a few purebred herds on district farms.

Some farmers also raise swine and a good number have dairy cattle.

Cereal is one of Alberta's special areas.

Mayor — J. A. Waterhouse

Secretary-Treasurer — J. H. Halpenny

CEREAL MOTORS

Mercury Motor John Deere Machinery
Apple Leaf Gas and Oil — Sturdie Propane

C. J. Peacock, Prop.

Phone 18

CEREAL, ALBERTA

MELVILL HARDWARE

Walter Melvill Prop.
Stephens Points - Auto Accessories Glassware
Heavy Hardware - Smallwares - Furniture
Imperial Oil Products

Phone 10

CEREAL, ALBERTA

Cereal Directory

Ambulance Service

J. A. Waterhouse

Auto Supplies

Mercury Motor — Cereal Motors
C. J. PEACOCK

Barber

J. H. Halpenny

Churches

United — Rev. Wood
Anglican — Rev. Webster

Contractors — General

Wm. J. Smith
Tony Dinkewich

Dairy

R. W. Nichols

Doctor

Dr. E. J. Baker

Transport Company

Alaska Transport

Electrical Appliances Sales & Service

Marshall Wells Stores — J. A. Waterhouse
& Son
Walter Melvill Hardware

Funeral Home

J. A. Waterhouse

Garages

Cereal Motors — C. J. PEACOCK
B.A. Service

General Merchants

J. A. Waterhouse & Son
Walter Melvill
Tony's Groceries

Grain Company

Alberta Wheat Pool—M. M. Colbert, agent

Hardware Supplies

Marshall Wells Stores MELVILL
HARDWARE

Hospital

Municipal Hospital — 12 beds

Hotel

Mac Hotel Co.

Insurance & Real Estate

J. H. Halpenny
A. R. Hughes

Implement Dealers

C. C. I. L. — Wm. Adams
Mercury Motor-Peacock — CEREAL
MOTOR

Lumber & Building Supplies

L. E. Reisman & Son

Oil Companies (Bulk)

Maple Leaf Petroleum
B.A. Petroleum
Imperial Oil Products — MELVILL
HARDWARE

Restaurants

A. R. Hughes

Restaurants & Cafes

Royal Cafe
Hotel Cafe

School

1 room public school — Miss S. Drewish

Town Officials

Mayor — J. A. Waterhouse
Secretary-Treasurer — J. H. Halpenny
Councillors — E. MacNeil & C. J. Peacock

Champion

Population — 400
Location — Mid-way
between Calgary
and Lethbridge
Highway No. 23

THE village of Champion on No. 23 highway is approximately mid-way between Calgary and Lethbridge in southern Alberta. The village population is just over 400 and the district population patronizing the excellent business enterprises in the urban centre numbers about 1,300. The land in the surrounding country is clay, valued at \$60 per acre, and the grain farmers report fine average yields: wheat, 40 bushels per acre, oats, 40, barley, 50, and rye, 40. There are a number of purebred Hereford herds maintained too, and a few sheep. All these income sources benefit Champion and the commercial outlets there.

There are several first-grade general stores and groceries in Champion, a locker service, hardware suppliers, a sizeable number of auto suppliers, service stations and implement agencies, a hotel with all modern conveniences, restaurants, lumber and building firms,



Champion Frozen Food Store

The local school teaches all 12 elementary and secondary grades. There are four active church groups, Catholic, Evangelical, Free, Latter Day Saints and United. Champion also has a resident doctor and a public library.

The village is situated in the County of Vulcan. No. 2 the reeve is J. E. Carlson and the county secretary is D. D. McQueen.

Mayor — L. W. C. Lackey

Secretary-Treasurer — Olive Howerton



Sevier Hotel in Champion

electrical suppliers, a bank branch and a variety of other retail businesses. Properties in Champion are valued at \$538,000 for taxation purposes, the mill rate is 40 and the debenture debt is \$125,000. The village has modern water distribution system and a sewage disposal system was under construction in m.d.-1955.

Champion on No. 23 highway has daily Greyhound bus service and is also on the Canadian Pacific Line. Its local elevators have a capacity of 1,076,000 bushels, there is a town constable, a volunteer fire brigade and a new post office.



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HOT and COLD WATER FULLY LICENSED
COFFEE SHOP IN CONNECTION

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CHAMPION, ALBERTA



Champion School

ALLON & McLEOD

GENERAL MERCHANTS

Phone 34

CHAMPION, ALBERTA



Champion Motors

Champion Directory

Auto Body Shop

Jim's Body Shop

Auto Supplies

Dodge-DeSoto — Harris Motors
International Trucks — International Sales
J. Worthington
Plymouth-Chrysler — Champion Motors
Studebaker — J. Worthington

Bank

Canadian Bank of Commerce

Barber

Barb's Barbers & Barber Shop

Blacksmith & Welding

Champion Farm Service

Churches

United Church — Rev. Huston
Luther Day School — Bishop R. Pasty
Catholic Church — Fr. Connelly
Evangelical Free Church

Contractor — General & Building

L. Bester, Carpenter

Dealer

Dr. Seakley

Dry Cleaning

Lethbridge Laundry, Highliner Dry Cleaners

Electrical Appliances Sales & Service

Champion Electric

Garages

Champion Motors — W. A. Keenan
Champion Farm Supply — Little & McLeod
Harris Motors — W. Harris
Skyway Service — MILLER & MATLOCK
International Sales — J. Worthington

General Merchants

Allon and McLeod — JAMES ALLON
Cartwright's Variety Store — F. Cartwright
Champion Bookers — Geo. Burns
Champion Groceries — L. LATIFF

Grain Companies

Beale Grain Co. — L. Jones
Alberta Pac. — E. D. Nowlin
Alberta Wheat Pool — T. Berry & E. White
United Grain Growers — D. Stacey
Pioneer Grain Co. — G. Johnson
National Grain Co. — V. Jordan

Hardware Supplies

McIntyre & Co. — W. A. McIntyre
Nelson's Hardware — C. A. Nelson

Hotel & Motel

Sleep Hotel — R. A. BARNES

Insurance & Real Estate

R. A. Maxwell
Fred Cartwright

Implement Dealers

Cockshutt — Champion Farm Service
Leitch & McLean
1. H.C. J. Worthington
J. F. Galt — J. Buchan
John Deere — Champion Motors
W. A. Keenan
Massey Harris — Harris Motors

Library

Champion Public Library

Locker Service

Champion Meats & Frozen Foods
M. F. KELLY

Lumber & Building Supplies

Rever Lumber

Meat Market

Champion Meat Market — M. F. KELLY

Oil Company (Bulk)

Skyway Service — MILLER & MATLOCK

Plumbing & Heating

Champion Electric

Pool Hall

H. Gyorffy

Postmaster

K. H. Bowman

Restaurants & Cafes

B. C. Cafe
City Cafe
Sunny Hotel
Coffee Shop
Champion Grill

School

Champion School — S. T. Nichols, principal

Shoe Repairs & Sales

R. M. Garton

Theatres

Champion Theatre

Wood — Coal — Gas — Etc.

Champion Coal Co.
Smith Coal

Town Officials

Mayor — L. W. C. Lockay
Secretary-Treasurer — Olive Howerton
Councilors — Martin Mettish, Geo. Moss

CHAMPION GROCETERIA

Libby Laffi, Prop.

QUALITY and SERVICE

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CHAMPION, ALBERTA

Champion Frozen Foods

MEATS — FROZEN FOODS

Locker Plant built in 1954 — M. F. Kelly, Prop.

Phone 13

CHAMPION, ALBERTA

Chinook

Population — 150
Location — 46 miles west
of Ainsack
Highway No. 9

'CHINOOK' A name well known to any resident of the Western plains.

The origin of the name of this Alberta village needs no explanation. To any Westerner its original and more wide application of course is to the warming winds which sweep down across the freezing plains during the winter months bringing a lightning thaw to the snow and ice which may have blanketed the prairie for a matter of weeks.

The name itself is of Indian origin and the reference is to the benevolent spirit of this warming wind. The plains Indians considered him one of their friendly deities.

The Village of Chinook is located some 50 miles from the Saskatchewan border in the south-central portion of the province. It is on the Canadian National Railways Calgary to Saskatoon branch and Provincial Highway No. 9 also runs through the community. This road is presently gravel but work is in progress to extend back topping to the village in a matter of months. There is daily bus service over a Greyhound route into Calgary.

The assessment of the village is \$105,548. The tax rate is 35 mils. There is no municipal debt.

The capacity of Chinook's two grain elevators is 140,000 bushels. They are operated by the Alberta Wheat Pool and the Pioneer Grain Company.

The Chinook Consolidated School District was organized in 1916. In 1930 this district was joined with the Acadia School Division. The present school is a five-room institution in which Grades 1 to 12 are taught. In



Chinook's Main Street with Hotel in right foreground

addition to local pupils, the school also provides accommodation for senior students from the Village of Cereal, about 10 miles east, who come to classes daily by van.

There are a number of active and community minded organizations in the village. Results of their efforts are evident in the village's fine sports facilities which include a community curling rink and a community skating and hockey rink. There is also a fine new community hall available for indoor activities.

All of these facilities are owned by the village but are open to use by district residents as well.

Value of the chocolate loam land in the farming district runs from \$10 to \$20 an acre.

The long term yield from wheat averages out to 10 to 35 bushels an acre. The yields from other crops run to 25 to 60 bushels in oats, 15 to 35 bushels in barley and 10 to 25 bushels in rye.

There are quite a number of large (50 to 150 head) purebred herds in the district. Hereford and Shorthorn appear to be the favored breeds.

A few farmers also keep swine and sheep, and there are small herds of dairy cattle.

Chinook is in Alberta Special Area No. 3.

Mayor — Daniel E. Bell

Secretary-Treasurer — Lorne Proudfoot



Chinook Hotel lunch counter

CHINOOK HOTEL and COFFEE SHOP

John Selkirk, Prop.

Newly Renovated Premises - 30 Modern Furnished Rooms - Coffee Shop and Lunch Counter - Serving Full Course Meals - Fully Licensed Premises

Phone 5

CHINOOK, ALBERTA

P.O. Box 12



CHINOOK MOTORS

Atken Bros. Props.

CHEVROLET and OLDSMOBILE CARS

Imperial Products

J. CASE FARM MACHINERY

Amos Batteries and Tire Service

PHONE 1

CHINOOK, ALBERTA



Chinook Motors



Rosenau Groceries in Chinook

Chinook Directory

Auto Body Shop

Chinook Motors Body Shop Atken Bros.

Auto Supplies

Chevrolet-Oldsmobile MOTORS CHINOOK

Barber

Wm. Zavalley

Barrister

Daniel E. Bell

Churches

United Church — Rev. Goulley
Roman Catholic

Contractor — General

Will Briere

Transport Companies

J. M. Correll
Chas. Kelly

Electrical Appliances Sales & Service

Chinook Motors
Jensen's Service

Garnages

CHINOOK MOTORS
Jensen's Service

General Merchants

Luckham's General Store
Rosenau Groceries Mrs. T. A. ROSENAU

Grain Companies

Alberta Wheat Pool—Audrey Garbutt agent
Pawson Grain Co.—Lester Meier agent

Hardware Supplies

Luckham's General Store

Hotel

Chinook Hotel — J. SELSKI prop.

Implement Dealers

J. I. Case CHINOOK MOTORS
Massey-Harris-Ferguson Jensen's Service
Oliver — Chinook Motors

Meat Market

Chinook Meat Market S. Davis

Oil Companies (Bulk)

Imperial Oil — CHINOOK MOTORS
Maple Leaf — Jensen's Service

Painter

Will Briere

Postmaster

S. W. Warren

Poultry & Feeds

Luckham's General Store

Restaurants & Cafes

Chinook Hotel Dining Room
J. SELSKI prop.
Clyde's Cafe

School

Chinook School Wm. Penick, principal

Theatre

In Chinook Community Hall

Town Officials

Mayor Daniel E. Bell
Secretary-Treasurer — Lorne Broadfoot
Councilors — Jas. M. Atken; Ray Cooley

ROSENAU GROCERIES

W. A. & T. A. Rosenau, Props.

GROCERIES

— MEATS

— CONFECTIONERS

Phone Central

CHINOOK, ALBERTA

Claresholm

Population — 3,000
Location — 31 miles South
of Calgary
Highway No. 2

THE town of Claresholm, 50 miles northwest of Lethbridge, boasts a population of 3,000 and serves a prosperous farming district peopled by more than that number of persons. Close by the town is an RCAF station where as many as 2,000 airmen are housed and trained. The town is on the Canadian Pacific Railway and No. 2 highway over which several buses pass daily in serving the district and the RCAF personnel.

The chocolate loam farm land with a clay subsoil is said to have the unusually high valuation of from \$50 to \$125 per acre on the average. Wheat is the principal crop and source of income and the long-term average yield on district farms is a high 30 bushels per acre. There are purebred cattle herds here, too, and swine and sheep in some numbers. Local grain elevators can handle 725,000 bushels and there are two dairies in the town.

Land and improvements in this large town have an assessed valuation of \$2,560,000. Calgary Power supplies electrical energy to the urban consumers and town provides a modern sewer and water system. Natural gas is supplied by Canadian Western Natural Gas Ltd. The 1955 tax rate is 45 mills and the municipal debenture debt is \$200,000. There is a capable volunteer fire department and the RCMP are charged with policing responsibility. Local businesses, which are numerous and varied, include several auto suppliers, two bank branches, two barbers, electrical appliance stores, several service stations, general stores, hardware, improvement agencies, a locker service and meat markets, a newspaper — The Local Press, oil bulk stations, restaurants, an hotel and tourist motel services, and fuel suppliers.



A typical view in the black soil area of Claresholm

Claresholm has its own municipal hospital, four medical doctors, an osteopath, optometrist, veterinary surgeon and two dentists. Churches here are the Roman Catholic, United Faith Temple, Nazarene Church, St. Peter's Lutheran Church, Norwegian Lutheran Church, and the Mormon Church. There are a public school and college and a library for adult education. Active organizations include church groups, the men's club, Rotary and Odd Fellows. The municipal rink, the school auditorium and the IOOF Hall are centres for many athletic and social events.

Claresholm is in the Rural Municipality of Willow Creek, No. 26. The reeve is Regis Morkin, living at Claresholm and the secretary is A. Gilson, residing at Stavelly.

Mayor — E. H. Stack

Secretary-Treasurer — C. J. Amundsen

Board of Trade Secretary — Charles Thomas



Holsteins are a popular dairy breed in Claresholm district

GUNDY'S TIRE SHOP

J. C. Gundersen
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Gas and Oil Service

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CLARESHOLM, ALTA.

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Sawworthy Wallpaper

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H. C. Smith

Phone 152

CLARESHOLM, ALTA.



B-A Service Station

Auto Repair and Service

McNees & Samel



CLARESHOLM, ALTA.

L. E. SMITH

Ford Monarch Cars

Tranco Products

Phone 345

CLARESHOLM, ALBERTA



Claresholm Directory

Accountant

D. F. Gaudette

Ambulance Service

Laydon Funeral Home

Auto Supplies

Whitch-Preston O. S. Rice
Clareholm-Clareholm Quality Motors
Dodge-DeSoto Man's Garage
Ford Monarch - L. E. SMITH
International Trucks - F. E. Gorman
Mercury Motors - Tom Hanson
Plymouth-Chrysler - Ward Hudson

Bakery

H. Dejong

Banks

Canadian Bank of Commerce
Bank of Montreal

Barbers

W. J. McKenzie
Linda Lashburn
Malvin Anderson

Barriers

H. E. Dawson
C. V. Bennett

Beauty Parlours

Blanche Macintosh
Mrs. Dora Peterson

Blacksmith & Welding

Chris. Anderson
Earl Bergquist

Book Stores

Clareholm Pharmacy
Football Pharmacy

Bowling Alley

Allen Sherplot

Chaplain

Father O'Byrne Roman Catholic Church
United Church - Rev. W. E. Odling
Faith Temple - Rev. White
Nazarene Church
Norman Church - Bishop Whitehead
St. Peter's Lutheran Church
Norwegian Lutheran Church - Rev. Tveit

Construction Companies

Norby Bros.

Contractors - General & Building

NOBLE BROS. & WM. RUTSEY
R. Palmer

Dairies

Clareholm Dairy - K. O. DONALDSON
Star Dairy - Don Rihfeld

Destilates

Dr. A. Dinn
Dr. O. D. Clark

Doctors

Dr. G. Blair Rose
Wm. Marley Hodgson
John E. Lloyd
J. E. Connish

Druggists

Clareholm Pharmacy - H. A. Ferguson
Football Pharmacy - M. H. Matzenichuk

Dry Cleaning

Clareholm Cleaners-Joe & Chester Gordin

Electrical Appliances Sales & Service

Art Kauder
Rudy & Dudd
L. H. Martin

Funeral Home

Laydon Funeral Home

Garages

Clareholm Motors
Quality Motors
Mitt's Garage
Mig's Garage
L. E. SMITH
Maple Leaf Oil
Universal Service
O. Erickson
Hansen Motors
Clareholm Garage
J. C. Gustafson
B.A. Service - McNees & Samel
Ward's Garage

General Merchants

Ruby & Smith
L. D. Clark
Clareholm Grocery
Joel's Grocery
R. J. Doyle

Grain Companies

Alberta Pacific Grain Co. Ltd.
C. O. Rowe
(2) Alberta Wheat Pool - Geo. Thorburn
& W. Collins
United Grain Growers Ltd. - R. Buchanan
(3) Pioneer Grain Co. Ltd. - F. L. Bennett
& Nils Thompson
National Elevator Co. Ltd.
Earl H. Johnson

Hardware Supplies

Crown Lumber Co. Wm. Rihfeld
Campbell & Sakach
Falmouth Bros.
FITZGERALD HARDWARE & LUMBER

Hospital

Clareholm Municipal Hospital District
No. 24 - R. L. Berlis

Hotels & Motels

Red Hotel Co. Ltd.
Queen's Hotel
Travellers Inn
Blue Bird Cabins - F. D. Seymour
J. & L. Maptel - O. Lundgard & Gordon
Jackson
South End Cabins - D. H. Olsen

Implement Dealers

Cookshott - A. Mait
J. H. C. - F. E. Gorman
J. J. Case - Magnus Gorman
John Davis - Ward Hudson
Mayer-Harris Ferguson - Clareholm
Garage

Jeweller

Gudrys Jewellery R. J. Dawson

Laundry

Chris. Winfield

Library

Clareholm Library

Locker Service

Harcourt Lockers

Lumber & Building Supplies

Beverly (Alta.) Lumber Ltd.
Crown Lumber Co. Ltd. - Wm. Rihfeld

Meat Markets

Central Meat Market - D. W. Brown
Harcourt Meat Market - W. C. Harwood

Newspaper

Clareholm Local Press - Gordon Neale

Oil Companies (Bulk)

Maple Leaf Oil Co. Ltd.
McCull-Peterson Oil Co. Ltd.
Armstrong & L. Wulfsberg
Imperial Oil Ltd. - A. McQuilley
S.A. Oil Co. Ltd. - Lloyd McNeil

Optician

Dr. Frank Nelson

Osteopath

Dr. Sawyer

Painters & Decorators

J. H. DuBois & Sons
Joe Watson

Photographer

Paul Anderson

Plumbing & Heating

Campbell & Sakach - G. W. Casson
Dave Dalton

Pool Hall

Joe Richards
B. Schneider

Postmaster

Alan Wassenaar

Poultry & Feds

Alberta Poultry Marketers Ltd.

Restaurants & Cafes

Red Hotel
Riley Koffler Shop
Hawley's Grill
Clareholm Cafe
Dorinson Cafe
Queen's Coffee Shop
Schwarzenberg Cafe

Schools

High School - Edwin Pitt
Public School - Horace Gray

Shoe Repairs & Sales

Joe Steider
H. Halverson

Tailor

Joe Gaydon

Taxi

Charles Long
M. Mowley

Theatres

Ree Theatre - W. Hyndrik
Clareholm Drive-In Theatre

Tourist Camps

Blue Bird Cabins
J. & L. McQuilley
South End Cabins

Transport Companies

MacDonald Bros.

Veterinary

Dr. K. D. Orsborn

Volunteering

GUNDY'S SHOP - J. G. Gaudette

Wood - Coal Gas - Etc.

Alberta Pacific Grain Co. Ltd.
Natural Gas by Canadian Western Natural
Gas Co.

Town Officers

Mayor - E. H. Mack
Secretary-Treasurer - C. J. Amundson
Commissioners - H. R. Dawson, E. B. Leedy,
J. C. Gaudette, W. C. Johnson, L. J.
Wright, C. R. Lewis

Board of Trade Secretary

Chas. Thomas

Coaldale

THE town of Coaldale, just east of Lethbridge, is home for 2,325 Albertans and its business enterprises cater to a district population numbering about 2,000. The town is located on No. 3 highway between Lethbridge and Medicine Hat and on the Canadian Pacific Railway Greyhound Bus Lines complete the transportation facilities afforded this community.

Heavy clay land, valued at \$30 to \$60 per acre, affords district farmers average wheat yields of 30 bushels per acre, oats yielding 50 bushels, and barley 40 bushels per acre. There are a sizeable number of dairy herds kept, too, and in Coaldale itself are a milk pasteurization plant, a cheese factory, as well as a chicken hatchery and egg grading plant.

Business and residential properties in Coaldale have a taxable valuation of \$1,580,000, the 1955 tax rate was 56 mills and the debenture debt is \$209,827. Calgary Power Ltd. supplies electrical facilities and the town has sewer and water systems. The business outlets are numerous and varied and include several auto suppliers

Population — 2,340.
Location — 25 miles east of Lethbridge.
Highway No. 3.

a bank branch plumbing and heating service, beauty parlours and book stores, construction and contracting firms, numerous garages and service stations, several implement agencies, a large number of general and special good stores, elevators with a combined capacity of 273,500 bushels, drug stores, a hardware and insurance and real estate office, a public library, a locker service, lumber dealers, meat markets, oil stations and a weekly paper, The Flyer.

There is a community hospital here and three resident doctors. There are four schools, two of them operated in the interests of members of the Mennonite group including a Bible school. More Coaldale has 18 church groups: United, Anglican, Roman Catholic, Evangelical Free, Mennonite Conference, Mennonite Brethren, Latter Day Saints, Japanese Buddhist, Lutheran and Dutch Reformed Group.

Mayor — Alan Graham
Secretary-Treasurer — Mrs. E. C. Baldry

NEUFELDT'S

Oliver Saws and Service - Welders and Blacksmiths
Plumbing and Heating — Propens Gas
Phone 91-2935 COALDALE, ALTA.

Coaldale Meat Market

M. Rak and C. Legger, Props.
Fresh and Cured Meats - Fish in Season
Modern Cold Storage Lockers For Rent
Phone 912612 COALDALE, ALTA.

Coaldale Directory

Accountant

I. H. Fairbairn Agency — L. H. Fairbairn

Auto Body Shops

Davis Garage — R. O. Davis
Toscan — H. Haysno & E. Trajbars

Auto Supplies

Devil-Monarch — Davis Garage, R. O.
Davis
International Trucks — Graham & Hodgson
E. R. Graham J. P. Hodgson
Marty-Mellett — Red Head, C. W.
Peterson
Plymouth-Chrysler — Toscan Service
Burkin, H. Haysno, K. Trajbars

Banks

Bank of Montreal

Barbers

George Munsham Arthur Pinchewick

Beauty Parlours

Coaldale Beauty Parlor — Miss Shanon

Blacksmith & Welding

John P. Wall
Neufeldt's J. Neufeldt

Book Store

C. J. Peat Mrs. A. L. Marway

Churches

Coaldale United Rev. Allen S. Hunt
Anglican — Rev. G. G. Makymyszyn
Roman Catholic Fr. Verhagen
Evangelical Free Rev. R. Schneider
Mennonite Conference Rev. J. Schell
Isaberg
Mennonite Brethren Rev. J. J. Sierstka
Latter Day Saints — W. R. Greenwald
Japanese Buddhist
Lutheran — Rev. Stefan
Dutch Reformed — A. Pridgen

Construction Companies

Roadshop Construction — John A. Roadshop

Chicken Hatchery

J. J. Sierstka

Dentists

Two part time two days per week under
Dr. Service-Eureka Health Unit

Doctors

Dr. Norman Baxter
Dr. Y. Chomura Dr. James Gahlin

Druggists

Coaldale Pharmacy — Mrs. Peggy McCasno
Pharmacist — Wm. Glum

Dry Cleaning

Two agents only Sparkle Cleaners,
Lethbridge, Taber, Camrose, Telfer

Electrical Appliances Sales & Service

K. A. Smith & Sons
Coaldale Electric — S. D. King
Superior Electric — S. P. Kling

Garages

B. A. Bond Bros.
Coaldale Service Station — E. J. Fossil
Davis Garage — R. O. Davis
Purdy Service Station — Frank MacDonald
Red Head Service — C. W. Peterson
Service Garage — P. Schellberg
Toscan Service — H. Haysno & E. Trajbars
Graham & Hodgson — J. Ganser

General Merchandise

De Montis — Mariusz Bros.
Economy Corner — H. P. Niska
McLennan's — J. A. McLennan
Coaldale Cash Grocery & Meat Market —
M. Rak
Southern Alberta Coop. J. Gasser
Lyle's Clothing — L. Fairbairn
Robinson Store — V. Deir
Sylvan — Mrs. A. R. Davis
Grain Companies
Alberta Wheat Pool J. Oliver
Ellico Milling & Elevator Co. E. H.
Gordon

Hardware Supplies

Garage Hardware — R. H. Graves

Hospital

Coaldale Community Hospital

Hotels & Motels

Rainbow Hotel M. Bistrich

Insurance & Real Estate

Fairbairn Agency — L. H. Fairbairn

Implement Dealers

L.H.C. — Graham & Hodgson
John Deere — Bond Bros. E.A. Garage
Marty-Henry-Peterson — Red Head
Service, C. W. Peterson
Oliver Neufeldt's J. NEUFELDT

Jeweller

James A. McLennan

Library

Coaldale Public Library — Mrs. R. I. Baker

Locker Service

Coaldale Meat Market

Lumber & Building Supplies

Citizens Lumber Co. — W. T. Olson
Coaldale Lumber Products — J. M. Mann

Manufacturer

Hardy's Manufacturing & Machine Co. —
L. Hardy

Meat Markets

Coaldale Meat Market M. RAK
Economy Corner H. P. Niska
McLennan's J. A. McLennan
De Montis Mariusz Bros.
Sawyer Market — Alex. Turk

Milk Pasteurization Plant, Cheese

Factory & Egg Grading Plant

J. Shanon

Newspaper

Coaldale Flyer (weekly) — J. J. Leewen

Oil Companies (Bulk)

Imperial Oil Ltd. — Ralph J. King

Painters & Decorators

E. P. Macgregor M. Schell

Photographers

Mr. Frank Isaac

Plumbing & Heating

Neufeldt's Plumbing — J. Neufeldt

Pool Hall

J. R. Perry

Postmaster

C. J. Peat

Poultry & Feeds

Coaldale Feed Mill A. P. Niska
Suttons Hatchery J. J. Sierstka
Southern Alberta Co-operative Assn. J.

Restaurants & Cafes

Coaldale Cafe — Jim Horne
New Club Cafe — Vip Dan
Rainbow Coffee Shop M. Bistrich

Schools

R. I. Baker School C. R. Burge

John McEl. Davidson School — P. Macdonald

Shoe Repairs & Sales

Sawyer Bros. (repairs)

Sylvan — Mrs. A. R. Davis (sales)

Lyle's Clothing — L. Fairbairn (sales)

Taxi

Mr. Ed. Burns

Theatre

Grand Theatre Henry Gass

Transport Companies

Coaldale Transport

Valuising NEUFELDT'S

TOWN OFFICIALS

Mayor — Mr. Alan Graham

Secretary-Treasurer — Mrs. E. C. Baldry

Committee — Messrs. D. R. Baker, E. J.

Fossil, J. Gasser, J. R. Martens, H. H.

Peterson, M. A. Smith

Cochrane

COCHRANE was "born" in 1885 with the building of the Canadian Pacific Railway line and in that year consisted of a small building used as an office and living room for the telegraph operator and a freight shed.

Next building was a house for the section crew and then a few settlers arrived and Cochrane began to show signs of growth. A store was built and then a hotel.

First public building was a school house and this was followed by churches.

About the year 1901 Peter Collins, who owned a brick yard in Calgary, moved his plant to Cochrane. Three other brick plants followed and Cochrane was on its way to becoming an industrial town. However during the 1914-18 war there was an acute shortage of manpower and the brickyards closed never to reopen. Incidentally, nearly all the stones for the legislative building came from Cochrane.



Main Street—Cochrane

Cochrane was at one time famous for its race-horses and polo ponies and the Cochrane races, which are still held annually, attracted large numbers from the surrounding areas.

Serving a district population of 900, Cochrane has 125 homes and the housing situation is very tight at the present time. Most of the residents are of English and Scotch descent.



BAPTIE MOTORS

M. Baptie

Dodge & DeSoto - General Repairs
Gas - Oils - Greases

Phone 46 COCHRANE, ALTA.



A highway marker in this winds through Cochrane leading to Banff National Park.

On the main line of the C.P.R. Cochrane enjoys a good transportation service and is served by Greyhound bus service.

Power is provided by arrangement with Calgary Power Limited and the village has its own water and sewage system and is served with gas by Canadian Western Natural Gas Co. Ltd.

There is a lumber mill at Cochrane and a creamery which serves the district.

Just 81 miles east of Alberta's most famous tourist resort, Banff, Cochrane enjoys a good tourist trade being a favourite stopping place for visitors on the way to that summer resort.

School facilities include grades one to eleven and for amusement and sports there is a community hall.

The Canadian Legion, I.O.O.F. and the Masons are very active locally.

Mayor -

Secretary - Walter Ans



A Footfalls View

When in Cochrane it's the .

ELITE CAFE

Bill Sinclair, Prop.

Good Food - Ice Creams - Condes - Smokers Supplies

Take Out Orders

Phone 51

One Block East of Hotel

COCHRANE, ALBERTA





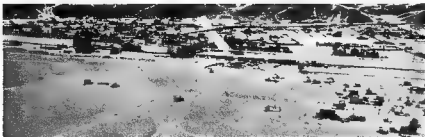
H. A. HART, Druggist

1934 — 1955

DRUGS COSMETICS • STATIONERY GIFTS • NEWSTAND
CAMERA SUPPLIES ENGLISH BONE CHINA

PHONE 5

COCHRANE, ALBERTA



Aerial view of Cochrane



The Cochrane Meat

Market Butchers

WHOLESALE RETAIL
Fresh and Cured Meats Fish and Poultry
Phone 53 COCHRANE, ALTA.

COCHRANE AUTO SERVICE

Grease Broach Chrysler-Plymouth Parts



Towco Products
Cochrane Auto Court
Phone 41, COCHRANE



Cochrane Directory

Auctioneer

Ed Thompson
Joe Taylor

Auto Supplies

Chrysler-Plymouth
COCHRANE AUTO SERVICE
Ford-Mercury WEBB & MILLIGAN
Dodge-DeSoto BAPTIST MOTORS

Bank

Royal Bank of Canada — Jack Clark, mgr.

Barber

Carl Lind

Blacksmith

Dave Murray

Contractor

Norman Mitchell

Dairy

Cochrane Creamery Ltd.

Dealer

Twice weekly visits

Dray & Transport

Cochrane Transport — Harvey Hogarth

Druggist

Hart's Drug Store — H. A. HART
Electrical Appliances Sales & Service
Fred Reid

Furniture

Klassen Hardware — BARNEY KLASSEN

GARAGE

Cochrane Auto Service GRAEME

GRATCH

Baptist Motors — MARSHALL BAPTIST
Webb & Milligan — ROBERT WEBB &
JOHN MILLIGAN

General Merchants

Anderson Grocery Wilflem Anderson
Red & White Store James McEay

Grain Company

United Grain Growers

Hardware

Klassen Hardware — BARNEY KLASSEN
Murray Hardware — D. F. Murray

Hotel

Cochrane Hotel

Insurance & Real Estate

Dave Murray
Frank Whittle
WIGGINS ARIE

Implement Dealers

Maney Farms — WEBB & MILLIGAN
John Davis Murray Hardware
International Frank WHIGG

Laundry

Lee's Laundry Ed Lee

Library

Cochrane Public Library

Locker Service & Meat Market

The Cochrane Meat Market E. ANDERSON
Alberta Locker Service

Newspaper

The Old Times

Oil Companies (Bulk)

British American
Imperial Oil

Painter & Decorator

R. O. Beynon

Pool Hall

Carl Lind's Barber Shop & Pool Hall

Poultry & Feeds

U.G.G. Agency

Restaurants & Cafes

Elite Cafe — BILL HENCLAIN
Cochrane Hotel Coffee Shop
Kelly Coffee Bar — Norman Kelly

Taxi

Cochrane Taxi

Tourist Camp

Cochrane Auto Service GRAEME

Undertaker

Jacques Funeral Home — Frank Whittle
agent

Wood & Coal Dealers

Frank WHIGG

KLASSEN HARDWARE

Barney Klassen, Prop.

Shelf and Heavy Hardware • Paints
Household Appliances • Electrical Supplies

Phone 38

COCHRANE, ALBERTA

WEBB & MILLIGAN

FORD GARAGE and ESSO SERVICE

R. C. Webb & J. D. Milligan

Phone 17

COCHRANE, ALTA.

Consort

Population — 450.
Location — 36 miles west of
Consort
Highway No. 12

NOT far from the Saskatchewan border and in Alberta's east central sector is the village of Consort. business hub for a mixed farming district which depends on beef cattle more than on grain growing for income. The light loam land, valued at \$25 per acre, gives the district an average wheat yield of about 300,000 bushels each year, and yields half as great in oats and barley. But the area is best known for its good ranch lands.



McFarbridge Motors in Consort

and there are numerous purebred cattle herds here, with small numbers of swine and sheep kept as well. Rural Consort is in a special area administered from Edmonton and Hanna.

The village itself, with about 450 inhabitants, boasts electrical services and recently installed sewer and water mains and connections. The fire fighting detail by the fall of 1955 expected to draw on the mains for its water needs in emergencies. It has a modern 20-bed hospital and two resident doctors. Consort is on the CPR's La-combe-Kerrobert branch line and has daily bus service to Red Deer. The village is on No. 12 highway.

Consort is fortunate in having no village debt, a mill rate of 43 and a taxable assessment valuation on properties of approximately \$400,000. There are a sizeable number of implement agencies here, including a local co-operative, four garages, a half dozen agencies handling auto supplies, a bank branch, a law office, an electric appliance firm, two fine general stores, elevators with a capacity of 110,000 bushels (the Wheat Pool has been erecting a new 83,000 bushel elevator), a hotel, an insurance and real estate office, a weekly newspaper — the Enterprise, and many other business endeavors entering to the village residents and the district population of perhaps 3,000.

The village has four churches, United, Roman Catholic, Full Gospel and Anglican, a consolidated public and high school, a community hall and for recreational purposes there is a lake suitable for boating and swimming only eight miles north.

A new post office is to be built in Consort at an early date; this and other recent construction or plans



Consort Locker Plant

for construction indicate the optimism held concerning Consort's economic future.

D. J. Sullivan, Consort, is secretary for the special areas authority governing the rural Consort district.

Mayor — H. C. Witte

Secretary-Treasurer — A. P. Henry

Board of Trade Secretary — D. J. Mitchell



Pioneer Store in Consort



CONSORT CO-OP

Al Hetfield, Mgr

Groceries — Hardware — Dry Goods
Flour — Feeds — C.C.I.L. Machinery
Phone 12 CONSORT, ALTA.

FORD SERVICE GARAGE

FORD SALES AND SERVICE



FORD AND DEARBORN MACHINERY

Phone 18

Harold Witte, Dealer

CONSORT, ALBERTA



1912

McFETRIDGE MOTORS

1935



D. J. McFETRIDGE
General Motors Sales and Service
McCormick-Deering Farm Equipment
Goodyear Tires - Farmhand Loaders

PHONE 25

CONSORT, ALBERTA



Ford Service Garage—Consort



Central Garage—Consort

CONSORT ELECTRIC

RANGES - REFRIGERATORS
WASHING MACHINES
Sales and Service

PHONE 60

CONSORT, ALBERTA

PIONEER STORE

F. L. WILTSE

GROCERIES - DRY GOODS

PHONE 9

CONSORT, ALBERTA



Crown Lumber Co. in Consort



The Consort Hotel



CENTRAL GARAGE

L. W. ROBINSON, Prop.

Plymouth, Chrysler Cars - Fargo Trucks - Sales and Service
John Deere Farm Equipment - Robinson's Pumps and Appliances
Horn-Draulic Loaders - Elephant Brand Fertilizers

PHONE 6

CONSORT, ALBERTA

JERRY'S COLD STORAGE

F. SODEMAN and SON

Fresh and Cured Meats and Poultry - Custom Killing and Curing
Curing Fresh Frozen Fruits and Vegetables

PHONE 11

CONSORT, ALBERTA



Threshing a generation ago

Consort Directory

Auto Supplies

Chevrolet-Oldsmobile — McPetrige Motors
D. J. McPETRIDGE
Dodge-Daewoo — Kroeger Bros.
Ford-Mercury — Ford Service Garage
HAROLD WILTSE
Plymouth-Chrysler — CENTRAL GARAGE
Studebaker — Wade Brothers

Banks

The Royal Bank of Canada

Barbers

Barbers

N. Topham

Churches

United Church of Canada — Rev. W. Stovitz
Anglican Church — Rev. Dodds
Roman Catholic Church — Rev. Father
Burgill
Full Gospel Assemblies

Dairy

Doctors

Dr. S. M. Day
Dr. C. P. Knight

Druggist

L. H. Pirnie

Electrical Appliances Sales & Service
CONSORT ELECTRIC

Garages

Kroeger Bros.
McPetrige Motors — D. J. McPETRIDGE
Ford Service Garage — HAROLD WILTSE
CENTRAL GARAGE

General Merchants

Planner Store — F. L. WILTSE
Consort Co-op Ass'n. — A. Hatfield

Grain Companies

Alberta Pacific Grain Co. Ltd. — L. H. Day
Alberta Pool — O. Campbell

Hardware Supplies

Crown Lumber Co. Ltd.

Hospital

Consort Community Hospital

Hotel

Calgary Brewing & Malt Co. Ltd.

Insurance & Real Estate

Implement Dealers

C. C. I. L. Consort Co-op Ass'n.
A. Hatfield
Cockshott — Ralph Dextery
I. H. C. — McPETRIDGE MOTORS
John Dero — Central Garage
L. W. ROBINSON
Massey-Harris-Ferguson — Kroeger Bros.
Oliver — Ford Service Garage
HAROLD WILTSE

Jeweller

James Barr

Locker Service

J. F. SODEMAN & SON

Lumber & Building Supplies

Crown Lumber Co. Ltd.

Meat Markets

J. F. SODEMAN & SON

Newspaper

Consort Enterprise — C. M. Scott

Oil Companies (Bulk)

Imperial Oil Ltd.
Maple Leaf Petroleum Ltd.

Painters & Decorators

Ovo Murn

Plumbing & Heating

C. L. Arnold & Co.

Pool Hall

Mrs. E. Vincent

Postmaster

W. J. Mitchell

Restaurants & Cafes

Coffee House — W. Kulo
Consort Cafe — Mrs. R. Vincent
Royal Cafe — Mah Jack

Schools

Consort High & Public Schools

Shoe Repairs & Sales

J. Woodchuck

Theatres

Consort Theatre

Wood, Coal, Gas, Etc.

Alberta Pacific Grain Co. Ltd.

TOWN OFFICERS

Mayor — H. C. Weiss
Secretary-Treasurer — A. P. Hancy
Councillors — H. S. Kells, Alex. Dettell
Board of Trade Secretary — D. J. Mitchell

Coronation

LOCATED in east-central Alberta about 50 miles from the Saskatchewan border Coronation in name at least, is probably one of the better known towns of its size in Western Canada. The site of a Department of Transport meteorological station (the population 925) centre figures in daily weather forecasts read and heard by hundreds of thousands of interested Western Canadians.

A pleasant place to live, Coronation is the centre of commerce for a rich mixed farming district.

It is a terminal point on the Lacombe-Coronation-Kerrobert sub-division of the Canadian Pacific Railway and in addition is served by Highway No. 12, a main provincial thoroughfare. There is daily bus service to and from Calgary and Edmonton.

Originally settled just before the turn of the century Coronation attained town status in 1911. The town now has some 375 homes and upwards of 70 pieces of business. It serves a district population of in excess of 3,500.

The town assessment is given as \$1,000,500. The tax rate is 40 mills. There is a debenture debt of \$88,000.

There are town-owned sewer and water services. Power is supplied by Canadian Utilities Limited.

There are four grain elevators in the town, two owned by United Grain Growers, one each by the Alberta Pool and Alberta Pacific. Combined capacity is 250,000 bushels.

There is a town police officer in addition to an RCMP detachment and the town also has a volunteer fire brigade.

Another federal government establishment in the town, in addition to the met station, is the postal inspection centre.



Cattle ranching is carried on quite extensively in the Coronation area.

Population — 925
Location — 50 miles west of Sask. Border
Highway — No. 12



Zinger Motors—Coronation

The town's 12-room school includes facilities for trade and craft shops as well as home economics classes.

There are three churches, United, Full Gospel and Roman Catholic. In addition, a minister of the Anglican Church makes regular visits to the community.

Both medical and dental services are available in the town, including hospital facilities at the Coronation Municipal Hospital.

Recreation for the younger generation is provided on playgrounds supported by the BPOE. There are also skating rinks, tennis courts, a golf course, a theatre, dance hall and a modern tourist camp.

The more active organizations in the town are young people's groups (CGIT and Boy Scouts), and the Coronation Board of Trade. The latter organization this year undertook preparation of a historical brochure on the town to mark Alberta's Golden Jubilee of provincialhood.

Land in the rural area served by Coronation is rich clay loam which is valued at an average of \$25 an acre. Long term yield figures run to 30 bushels an acre for wheat, 60 for oats and 50 for barley.

There is a large cattle population in the district. It runs mainly to Herefords, with a comparatively small number of purebred herds.

A number of the farmers also raise swine and dairy cattle.

Coronation is in the Rural Municipality of Paintearth No. 53. R. M. Secretary is Guy Tomlinson.

Mayor — J. Stewart

Secretary-Treasurer — J. V. Noonan

Board of Trade Secretary — J. V. Noonan



1929 - 1955
J. ANDERSON and SON
Massey-Harris - Ferguson Dealers
Electrical Appliances - Sales and Service
Points - Hardware - Livestock Dealers
PHONE 55, BOX 150
CORONATION, ALBERTA



ED'S ELECTRIC

Edmond G. Chabrier 1929-1955
Electrical Contractor
General Electric and Refrigerator Dealer
PHONE 12 CORONATION, ALTA.



Royal Crown Hotel, Coronation

ROYAL CROWN HOTEL

(CORONATION) LIMITED

Mr. JOE KARPA, Mgr.

WHERE HOSPITALITY PREDOMINATES

Phone 100

Coronation, Alberta



ZINGER MOTORS

W. J. ZINGER, Prop.
Ford Monarch Oliver Farm Machinery
Sales & Service Acetylene & Arc Welding
Phone 42 Coronation, Alta. Box 261



McKenzie Motors, Coronation



McKENZIE MOTORS

A. McKENZIE Prop.

Chevrolet-Oldsmobile Sales and Service
B.A. Gas and Oils

CORONATION, ALBERTA

Coronation Directory

Bakery

K. Dietzman

Auto Supplies

Buck-Pontiac — McKenzie Motors
J. A. McKENZIE
Chevrolet-Oldsmobile — McKenzie Motors
Dodge-DeSoto — G. Tych
Ford Monarch ZINGER MOTORS
International Trucks — Earl Lamrock
Mercury-Holton — McIntosh Motors
J. McIntosh
Plymouth-Chrysler — Motorbrome
D. Tinkens

Bank

Toronto-Dominion — G. Hunter, mgr.

Barber

Earl Kanton

Beauty Parlor

Mrs. E. Perkins

Blacksmith & Welding

Walter Polow

Bowling Alley

Eric Bird

Churches

United Church — Rev. Minto
Full Gospel — Rev. Noel
Roman Catholic — Father James Van Tyl
Anglican

Contractors (general)

H. Bellis

J. Cole

Dairy

Central Alberta Dairy Pool—C. Christensen

Dr. J. Summers

Doctor

Dr. J. C. O'Brien

Druggist

R. J. Coleman

Dry Cleaning

Superior Cleaners — G. Jones & J. Sims

Electrical Appliances Sales & Service

Ed's Electric — E. O. CHARRIER

J. ANDERSON & SON

Funeral Home

Douglas — Frank Douglas

Garages

McKenzie Motors — J. A. McKENZIE
Zinger Motors — W. ZINGER
Carroll Sales — G. Tych
McIntosh Motors — J. McIntosh
Motorbrome — D. Tinkens
A. E. Giesler Service Station

General Merchants

Coronation Co-op — Cliff Hamer
Peters Food Market — Martin Price
Wallace's Ltd. — G. A. Wallace
Coronation Trading Co. — Harry Martin
Style Shoppes — K. William
Specialty Shoppes — R. Briley

Grain Companies

Dated Grain Coopers (2) E. Mac & J.
Blades, agents
Alberta Wheat Pool — L. Clark
Alberta Pacific — H. McParlane

Hardware Supplies

J. Anderson & Son — K. ANDERSON
Builders Hardware — Harold Short
Crown Lumber — O. Briley

Hospital

Coronation Municipal Hospital
B. Kershner, manager

Hotel

Royal Crown Hotel — JOE KARPA

Insurance & Real Estate

Ed. Roy

R. E. Stokes

Implement Dealers

Allis-Chalmers — E. G. Chabrier
C. C. I. L. — Cliff Hamer
Casebault — G. Bougeois
J. H. C. — E. Lamrock
J. I. Case — Carroll Sales
John Deere — McIntosh Motors
Massey-Harris-Ferguson — J. ANDERSON
& SON
Oliver ZINGER MOTORS

Jeweller

Snackey Jewellers — Mrs. M. Cole

Laundry

Stewart's Mail Clay

Library

Coronation Public Library

Looker Service

Wallace's Ltd. — G. A. Wallace

Lumber & Building Supplies

Crown Lumber — O. Briley

Meat Markets

Peoples Meat — Harold Steiner
Wallace's Ltd. — G. A. Wallace

Newspapers

Coronation Review — Art Jensen

Oil Companies (Bulk)

Imperial Oil Production — A. Butler
British American Oil Products — M. Price
Maple Leaf Oil Products — Fred Crane

Painter

Howard Bullock

Photographer

Burton's Studios — C. H. Burton

Plumbing & Heating

MacLeod & Pelland — C. MacLeod

Police

C. A. Smith, R.C.M.P.
W. E. Jones, local constable

Pool Hall

Ernie Hunter

Postmaster

R. S. Ellis

Restaurants & Cafes

Hotel Cafe — Mr. A. Karpis
Union Cafe — Bob Wong — John Wong
Mar's Cafe — Mah Chong

School

Coronation school — M. E. Bantfield, principal

Shoe Repairs & Sales

Jack Peterson

Theatre

Avalon Theatre — J. V. Noonan, mgr.
D. Johnston, prop.

Tourist Camp

Auto Court — Dick Shaw

TOWN OFFICIALS

Mayor — J. Stewart
Secretary-Treasurer — J. V. Noonan
Councillors — B. Healy, Mr. Butterfield,
R. E. Stokes, W. T. Shinn, E. Lamrock,
R. J. Coleman

Board of Trade Secretary

J. V. Noonan

Crossfield

THE village of Crossfield is situated on No. 2 highway 30 miles north of Calgary and on the Calgary Edmonton branch line of the Canadian Pacific Railway. Its beginnings date back to the late 19th century with the business community having its start about 1902 and incorporation as a village occurring in 1907. Here one finds an ideal climate. It is on the highest ground between Alberta's two major cities — and a mixed farming industry centred on the black soil loam and purebred cattle herds. The farm land is valued at \$80 to \$70 per acre and long-term yields are said to be 30 bushels per acre for wheat, 50 bushels per acre for oats and 45 bushels per acre for barley. There are many Hereford herds (mostly purebred stock) on district farms and swine, sheep and dairy cattle are also plentiful. The trading area served by Crossfield numbers about 1,000 persons and the village itself is inhabited by 475 people.

The village assessment in 1953 was \$460,000, the tax rate is 57 mills and the municipal indebtedness was \$130,000. Electricity is supplied by Calgary Power and in 1953 sewer and water systems were installed by the town. Natural gas heating has not yet been provided. The RCMP is responsible for policing and a volunteer force handles fire-fighting assignments. Besides the CPR Greyhound buses provide communication services six times daily. Business establishments here include auto suppliers, a bank branch, five service stations and garages, two hardware, four elevators with 400,000

bushel capacity, four general stores, a fully-licensed hotel, insurance and real estate agency, a half dozen implement suppliers, bulk oil stations, and a machine works.

Crossfield has four churches: Anglican, Baptist, Roman Catholic and United, affiliated church groups and a number of other societies including the Legion, Red Cross, Fish and Game League, Old Timers and fraternal lodges. There is a fine eight-room school here which teaches all 12 grades. Crossfield also has a resident doctor and a regional public library with 500 books in the community hall.

Crossfield is in the Rural Municipality of Calgary No. 44. The reeve is _____ and the rural secretary is D. N. Gardiner.

Overseer — H. A. Bannister

Secretary-Treasurer — H. Mary

OLIVER HOTEL

STEVE TIMMONS

Single Double and Family Rooms
Clean, Comfortable, Steam Heated Rooms
Cafe Fully Licensed

CROSSFIELD, ALBERTA

Established 1930

Crossfield Machine Works

W. A. HURT and SONS

John Deere Quality Equipment
Elephant Brand Farm Gear

Phone 22 Crossfield, Alberta

Established 1902

E. OLSON & SONS

International Harvester Farm Equipment
Motor Trucks and Refrigeration

Phone 110 Crossfield, Alberta

Crossfield Directory

Auto Supplies

Bath-Petrol — Crossfield Garage
E. C. Sharp
Dejeu-Dejeu — Happy's Sales & Service
A. M. Farrell & Roy Earlson
Ford-Monarch — Highway Garage
J. C. Reid
International Trucks — E. OLSON & SON

Banks

Bank of Commerce — A. N. Douglas

Barber

J. H. Johnson

Churches

Anglican
United — Rev. K. Mitchell
Baptist — Rev. J. W. MacDonald
Roman Catholic

Doctor

D. D. W. Williams

Dry

Tony Dicks

Druggist

M. J. Dean

Electrical Appliances Sales & Service

H. A. Bannister

Garages

Happy's Sales & Service — A. M. Farrell
Crossfield Garage — B. C. Sharp
Highway Garage — J. C. Reid
Purdy 99 Service — Jim Wilton

General Merchants

Crown — T. Bland
H. H. Balfour
A. D. Stevens & Son
Charlie Lee

Grain Companies

U. G. O. — P. J. McGrath; Wm. Bartlett
Wheat Pool — Clarence Crockett
Alberta Packer — Jack Irwin
Patrick & Henschecker — Norman Drew

Hardware Supplies

Co-op — T. Bland
L. B. Deddens

Hotels & Motels

Oliver Hotel — STEVE TIMMONS

Implement Dealers

Cochran — Happy Sales & Service
A. M. Farrell & Roy Earlson
I. H. C. — E. OLSON & SONS
J. J. Goss — J. Wilton
John Deere — Crossfield Machine Works
W. A. HURT & SON
Murray-Morris — Jerry Steele
Oliver — L. B. Deddens

Insurance

B. Korman

Library

Public Library — Mrs. Eva Bents

Locker Service

W. J. Rowan

Lumber & Building Supplies

Atlas Lumber — A. Nelson

Machine Shop

Crossfield Machine Works — W. A. HURT
& SONS
Mike Gentry

Meat Market

R. Keenleyside

Oil Companies (Bulk)

Purdy 99 — Fred Baker
Esso — A. E. Anderson

Plumbing & Heating

J. W. Becker

Pool Hall

H. Price

Postmaster

R. G. Smalley

Restaurants & Cafes

Heats Cafe — Charlie Lee
Oliver Cafe

Schools

H. H. Mumby

Shot Repairs & Sales

Mike Waplock

Theatres

Curly's Picture — A. N. Guernick

Transport Companies

Crossfield Transport — W. E. Baker

Wood, Coal, Gas, Etc.

Atlas Lumber (Wood-Coal)
(Propane) — Fred Baker & Jerry Steele

TOWN OFFICERS

Mayor — H. A. Bannister
Secretary-Treasurer — H. Mary
Councillors — B. Korman; J. W. Becker

Daysland

SITUATED on a paved highway (No. 13) which runs west to join with Alberta's main north-south thoroughfare between Calgary and Edmonton and also served by two Canadian Pacific Railway passenger trains daily, the Town of Daysland is ideally located to serve the rich farming area which it centres.

Residents of this central Alberta community had a two-fold cause for special celebration in 1955. Not only did they mark the 50th anniversary of provinceness, but also the Golden Jubilee of town status for Daysland.

The urban population of 600 provides services for a farming community of over 3,000.

In addition to the excellent railway service outlined earlier, the town is also served by daily bus runs.

The latest town assessment roll showed \$300,000. Taxes ran to 40 mills. The town carries a debenture debt of \$70,000 on its sewage services.

Calgary Power Limited supplies electricity for the community. Water supplies are private.

Capacity of the six grain elevators in the town is 230,000 bushels. Two are owned by the Alberta Pool, one each by Searle Grain United Grain Growers, Alberta Pacific and Pioneer.

Population — 600.

Location — East of Edmonton

Highway No. 13

Educational facilities in the town are the best with a combined primary and high school.

There are three churches. United, Roman Catholic and Mission Alliance.

A centre of community activity is the Elder's Hall. Among the more active groups in the town are the Eiks and the Knights of Columbus.

Medical, dental and legal services are available in the community. Hospitals, facilities are provided at Providence Hospital in the town.

The rural district is in an idea, grain growing area. More recently there have been discoveries of oil in the general Daysland area.

Land values average about \$40 an acre. Yields over a long term have averaged out to 30 bushels an acre for wheat, 80 for oats, 45 for barley and 25 for rye.

There are a number of purchased cattle breeds on local farms. Swine, sheep and dairy cattle are also raised in the district.

Daysland is in the Rural Municipality of Flagstaff. Victor Baich is R.M. Secretary.



Cameron's Drug Store

PRESCRIPTION DRUGS

Veterinary Supplies and Biologics

Phone 76

DAYSLAND, ALTA.



Daysland Farm Equipment

Blocksmith & Machine Repair

Phone 58 DAYSLAND Box 248



Daysland Directory

Auto Body Shops

Auto Supplies

Baich Pontiac — Johannes Service
Cameron-Chrysler — Overbrook Bros.
Dodge DeSoto — John Oberhart & Son
Ford-Merch — F. E. & N. E. Block
International Trucks — Allan Service Station
Mazda-Hudson — Daysland Farm Equipment — E. TOBERT
Poncho-Chrysler — Poncho Garage

Banks

Bank of Montreal — V. Hemeny mgr.
Imperial Branch — V. Baich

Barbers

A. Krone & Steve Florko

Barriers

R. Kasat

Beauty Parlours

Mrs. E. Florko

Blacksmith & Welding

Max Herndor

Churches

United Church — Rev. Benedek
Mission Alliance — Max Hui & Miss
Rafson

Roman Catholic Church — Mgr. W. J. Lyons

Contractors — General & Building

Thomas Cookburn

Sam Wirth

Thomas Larson

Dentists

Dr. R. V. Gibbons

Doctors

Dr. N. A. Horan

Dr. M. A. Hest

Drugs

Don Cameron — CAMERON'S DRUG

STORE

Dry Cleaning

Tom Lyska

Electrical Appliances Sales & Service

Davidson Electric Shop — C. W. Davidson

Funeral Home

Lander Funeral Home — Violet L. Lander

Garages (Including Service Stations)

Cameron Garage — Joseph W. & Ralph
Swoboda
Block Garage — F. E. & N. E. Block
Cameron's Garage — J. C. E. Cadogan
Allan Service — A. E. Pryor
Daysland Motors — E. TOBERT
A. I. Farm Service
Poncho Garage
Johannes Service

General Merchants

Red & White — H. R. Weller & Son
J. R. Wynnyk
Amers Grocery — A. Kuhnle
Cambridge Grocery — H. Cambridge

Grain Companies

Searle Grain Co. — Henry Regenthal
United Grain Growers Ltd.
C. A. Thordugh
Alberta Pacific Grain Co. — Doug Keen
Alberta Wheat Pool No. 3 — Louise Kaylor
Alberta Wheat Pool No. 1 — J. McGillivray
Pioneer Grain Co. — Leo Cookburn

Hardware Supplies

Gillespie Hardware — Richard Gillespie
Warner's Hardware — Philip Warner

Hospital

Providence Hospital

Hotels & Motels

Daysland Hotel — Anthony Savitz

Insurance & Real Estate

Baich Agencies — Victor Baich
Daysland Sales & Service
Johnny Polachko

Implement Dealers

Allan Chalmers — Joseph C. E. Cadogan
Cookburn — John Garhart & Son
J. H. C. Allan Service — Allan E. Pryor
J. I. Case — E. W. TOBERT
John Darr — Gillespie Hardware
Mazda-Hudson — Max Herndor
Mazda-Hudson — John Josephson
Oliver — Peter Pavitt

Jeweller

Ralph Koudan

Lumber & Building Supplies

Reynolds Lumber Co. Ltd. — I. B. Lutz

Meat Markets

City Meat Market — R. Ritzmeyer

Oil Companies (Bulk)

E.A. — F. E. & N. E. Block
Imperial Oil — A. E. Pryor
North Star Oil — Jas. Swenson

Painters & Decorators

Art Dugg

Pool Hall

Dons Giffels — Don Haggerty

Postmaster

Wm. Macrahan Sup.
Robert Macrahan Jr.

Restaurants & Cafes

Daysland Cafe — Mah Wing Him
Club Cafe — Doug Hay

Schools

Daysland Schools High & Public —
Clemence C. Berry

Shoe Repairs & Sales

Joseph David Shoe Shop

Tailor

Tom Lyska

Theatres

Palace Theatre — Steve Tury Sr. Steve
Tury Jr. & Fred Kemperdo

TOWN OFFICERS

Mayor — Thomas Cookburn
Secretary-Treasurer — Victor Baich
Councillors — Sam Hui, Allan Pryor,
Arnie Kynka, Joseph C. E. Cadogan,
Donald Cameron, Wm. Stevens.

Board of Trade Secretaries

Johnny Polachko.

Delia

CENTRE of a fairly prosperous farming area into which oil discoveries have pumped new wealth in recent years, the Village of Delia is located northeast of Calgary on a paved provincial highway which runs into the South Alberta metropolis.

In addition to its excellent road transport facilities the town is also served by a branch line of Canadian National Railways. There is daily bus and train service.

Its population of more than 360 serves a district population of well over 1,500.

Power for the community is supplied by Canadian Utilities Limited. Construction of both sewer and water systems to serve village residents was undertaken in 1955, Alberta's jubilee year.

The town assessment is a healthy \$501,030. The tax rate is an extremely conservative 34 mills. The village is debt free.

The village's six grain elevators are owned by Pioneer (2), Alberta Pool United Grain Growers, National and Alberta Pacific. Combined capacity is 620,000 bushels.

Population — 360
Location — Northeast of Calgary
Highway

Educational requirements of the community and surrounding district are adequately served by the village school.

The village's churches serve residents of United, Anglican and Roman Catholic persuasion, and there is also an Interdenominational Church.

The United Farmers of Alberta and their women's auxiliary, Masonic Lodge, Eastern Star, Legion and auxiliary, United Church Women's Auxiliary, CGIT and Boys Club are among the more active organizations in the village.

The loam and gamboge soil of the farming district produces crops which yield a steady 18 bushels an acre in wheat, 50 in oats and 35 in barley.

Delia is in the Rural Municipality of Starland No. 47. R.M. Secretary is D. J. Merritt.

Mayor — Wm. Gibson.

Secretary-Treasurer — Mrs. Olive K. Martin.



R. Bunde, Prop.

30 CLEAN, COMFORTABLE ROOMS

FULLY MODERN

NEWLY DECORATED

DINING ROOM FACILITIES - FULLY LICENSED PREMISES

Located 1 Mile South of No. 9 Highway

DELIA, ALBERTA

Phone 345

Delia Directory

Auto Supplies

Black-Pontiac — Lerkin & Isaac
Chevrolet-Oldsmobile — Lerkin & Isaac
Ford-Mercury — Wm. Gibson
International Trucks — Wm. Gibson
Plymouth-Chrysler — A. T. Marshall

Banks

Canadian Bank of Commerce

Barber

William Deigl

Blacksmith & Welding

M. H. Bell

Churches

United Church — Rev. Grant Dunsmore
Anglican Church — Rev. Signe
Roman Catholic Church — Father Harnett
Interdenominational — Rev. T. Sealey

Druggist

L. E. Lander

Dry Cleaning

T. F. Helger

Electrical Appliances Sales & Service

K. G. Kempf

Garages (including Service Stations)

Wm. Gibson
Lerkin & Isaac
E. D. Kiffin
Marshall — A. T. Marshall
K. G. Kempf

General Merchants

Delia Co-op — A. Peters
Mac's Groceries — M. J. Sinclair
Gibson Lumber — D. Doull
Watson Hardware
Lander

Grain Companies

Alberta Pool — E. DeMaio
U. G. G. — C. Fisher
National Grain Co. — J. Kery
Pioneer Grain Co. No. 1 — R. Chen
Pioneer Grain Co. No. 2 — Y. Shamba
Alberta Pacific Grain Co. — G. Richardson

Hardware Supplies

Green Lumber
Watson Hardware — D. J. Watson

Hotels & Motels

Queens Hotel — Mr. and Mrs. R. Bunde

Insurance & Real Estate

C. B. Hamilton
L. Berthel
Oliver E. Martin

Implement Dealers

C. C. I. L. — Delia Co-op — A. Peters
Conditall — Paul & Don
F. H. C. — Wm. Gibson
John Deere — Marshall — A. T. Marshall
Massey-Harris-Pergason — Lerkin & Isaac
Oliver — K. G. Kempf

Library

Delia Community Public Library

Lumber & Building Supplies

Crown Lumber Co.

Meat Markets

Brubbe Meat

Newspaper

Delia Times

Oil Companies (Bulk)

Imperial Oil
E.A. Oil Co.
Maple Leaf

Painters & Decorators

P. Hudgson

Plumbing & Heating

K. G. Kempf

Pool Hall

P. K. Klauit

Postmaster

J. H. Branson

Poultry & Feeds

Delia Coop
United Grain Growers Ltd.

Restaurants & Cafes

Bonne's Coffee Shop
QUEENS HOTEL

Schools

Teachers — L. Stupler, Mrs. K. Kempf
Mrs. J. Kery, Mrs. S. Coffin

Shoe Repairs & Sales

J. Kerting

Theatres

Legion Hall
Gypsy Theatre

Vulcanizing

E. G. Kempf
Lerkin & Isaac
Wm. Gibson

TOWN OFFICERS

Wm. Gibson (Mayor)
Secretary-Treasurer — Mrs. Olive K. Martin
Councilors — K. G. Kempf & John Barton

Dewberry

THE centre of a rich mixed farming area in Eastern Alberta some 20 miles from the Saskatchewan border, the village of Dewberry was established in 1926 as a station on the Canadian Pacific Railway's Cut-knife branch.

It combines the old post office points of Dewberry, Ethelwyn, Greenlawn, Riverton and Primula districts which were homesteaded in the early 1900's. Population of the area remains very cosmopolitan to this day with descendants of Eastern European pioneers predominating in the Primula district while population of the other districts are mainly of West European, Eastern Canadian and American extraction.

The village is excellently situated from a transportation point of view with the CPR operating both passenger and freight runs out of Edmonton. Highway No. 45 is a first class thoroughfare linking the community with other important centres in the province and in neighboring Saskatchewan.

Present population of the village is about 300. There are 68 homes and 22 places of business.

Population — 308.

Location — 29 miles west of Sask. Border

Highway — No. 45.

Royal Canadian Mounted Police provide law enforcement for the community. There is a volunteer fire brigade.

Capacity of the four grain elevators is 250,000 bushels. They are owned by the Alberta Wheat Pool, United Grain Growers, Alberta Pacific and National Grain.

The Angus Smith combined primary and high school which employs eight teachers, provides adequately for educational needs of village and district children.

There are United and Roman Catholic churches in the village.

All of the usual clubs and organizations are active in the community. For recreation there is nearby Whitney Lake Summer Camp, while in the village itself there are facilities for curling, hockey and baseball, the latter on a spacious 20-acre ball park.

Mayor — Alf Redman

Secretary-Treasurer — O. E. Lundén

Board of Trade Secretary — O. E. Lundén

Dennill's Garage and Machine Shop

MASSEY-HARRIS

— IMPERIAL OIL —

MERCURY METEOR-LINCOLN SALES & SERVICE

Canadian Propens

We Sell The Best and Service The Best

PHONE 311

DEWBERRY, ALBERTA

Dewberry Directory

Auto Body Shops

Dennill's Garage — V. Dennill

Auto Supplies

Dege-Deleto — H. E. Jones
Ford-Monarch — V. DENNILL
International Trucks — J. E. McKay
Mercury-Meteor — V. Dennill
DENNILL'S GARAGE
Sunderbaker — A. Redman

Barber

E. Davis

Blacksmith & Welding

John Bakala

Book Store

Ewen Store

Churches

United Church

Roman Catholic Church

Construction Companies

J. C. Grant Construction Co.
Constructors — General & Building
James-David
Volmer-McDowell Bros.

Dairy

Walter Parker

Doctor

Dr. Stewart

Druggist

Ewen Store

Electrical Appliances Sales & Service

J. S. McKay

Coop Store

N. E. Jones

Garages

V. Dennill DENNILL'S GARAGE

H. Jones

A. Redman

General Merchants

Coop Store

Ewen Farmers

J. E. McKay

Grain Companies

Alberta Wheat Pool, Grain Choke

U. G. O. Ralph Lundén

Alberta Pacific — Harold McKnight

National Grain — Lloyd Knecht

Hardware Supplies

Coop Store

N. E. Jones

J. S. McKay

Hospital

Eden Memorial Hospital

Hotels & Motels

The Walker House — Modern

Dewberry Hotel — W. WOWK, prop.

Insurance & Real Estate

David Mann

Implement Dealers

C. C. I. L. — Coop Store

J. H. C. J. S. McKay

J. I. Case — A. E. Redman

John Deere — H. E. Jones

Massey-Harris-Ferguson — V. C. DENNILL

Lumber & Building Supplies

Imperial Lumber Co.

Meat Market

Seena Meat Market

Oil Companies (Bulk)

Imperial Oil Co.

Maple Leaf

Painters & Decorators

Jack McIlwaine

Plumbing & Heating

J. S. McKay

Pool Hall

Eric Davis

Postmaster

David Mann

Poultry & Feeds

Coop Store

Fernie Store

Restaurants & Cafes

White Lunch

DEWBERRY HOTEL & COFFEE SHOP

Schools

8 rooms — Angus Smith, principal

Shoe Repairs & Sales

Partners Store

Taxi

A. Redman

V. Dennill

Theatres

Dewberry Theatre — J. McKnight, mgr.

Tourist Camps

Whitney Lake

Transport Companies

Even Applegate

Jack Rogers

Valenizing

V. Dennill — Dennill's Garage

A. Redman

N. E. Jones

Wood, Coal, Gas, Etc.

Imperial Lumber

TOWN OFFICERS

Mayor — Alf Redman

Secretary-Treasurer — O. E. Lundén

Councillors — John Bakala, John Rasmussen, J. Mackay

Board of Trade Secretary

O. E. Lundén



J. S. McKay

I. H. Trucks — Farm Equipment — Refrigerators
Hardware — Furniture — Appliances

Phone 308

DEWBERRY, ALTA.

DEWBERRY HOTEL

W. WOWK, Prop.

DINING ROOM

RUNNING WATER ALL ROOMS

Phone 1614

DEWBERRY, ALTA.

Didsbury

DIDSBURY, which lies two miles west of the main Calgary-Edmonton Highway, takes its name from the town of Didsbury in Manchester, England, although its first settlers were mostly of Dutch descent.

Didsbury was originally settled around 1893 and was served at that time by the Canadian Pacific Railway line between Calgary and Strathcona (now Edmonton). In 1904 the C.P.R. station was built and 1907 a flour mill was erected. The mill was destroyed by fire in 1910 but rebuilt the same year.

In 1903 Didsbury became a village and was incorporated as a town in 1907 with George Sexsmith as first mayor.

Today we find the town of Didsbury located in a valley of the foothills. A town of 1,228 population and 320 homes serving a district population numbering up into the thousands. The climate is bracing and both winter and summer sports are encouraged with excellent facilities provided, including a covered memorial rink.

The town assessment is a good \$1,300,000 and the mill rate, 53 mills. There is a \$177,000.00 debt. Calgary Power serves the town with electricity and most of the town is modernized.

Population — 1,228.
Location — 2 miles west of
Calgary
Edmonton Highway.

Seven churches serve the spiritual needs of the community and health services are provided in a modern hospital. Educational standards are excellent with instruction up to grade 12, while home economics, shop classes and commercial studies are also available in the town.

The rural area life is based on a black loam land valued at \$50.00 per acre. There are purebred cattle herds of the Hereford and Aberdeen-Angus breeds while swine, sheep and dairy cattle are also to be found in some numbers.

Mayor — H. Lynch-Stanston
Secretary-Treasurer — F. L. Evans

DIDSBURY TRAILER LODGE

L. B. Dickau, Prop.

Water and Sewage Connections for Trailers
Separate Laundry Room and Showers - Rest Room

Phone 59 DIDSBURY, ALTA.

Didsbury Directory

Auto Body Shops

Edford Motors — R. Ford
Preston Motors — A. Preston

Auto Supplies

Chevrolet-Oldsmobile — Edford Motors
Dodge-DeSoto — Preston Motors
Ford-Monarch — Barrett's Garage
R. Barrett
International Trucks — H. Oke
Mercury Motors — W. Cowan
Plymouth-Chrysler — Roadbud Motors
P. Anderson
Studebaker — Stevens Service Shop
F. Stevens

Bakery

Didsbury Bakery — O. Shear

Bank

Royal Bank of Canada — A. Allen

Barbers

W. McIsaac
H. Kamen
J. McDonald

Barberian

H. Lynch-Stanston

Beauty Parlours

Mrs. L. Oswald
Mrs. D. Light
Mrs. D. Hughes

Blacksmith & Welding

C. Sprenger
H. Elodair

Book Store

Law's Drug Store — O. Law

Churches

Knox United — Rev. T. J. Statton
Lutheran — Rev. E. Fox
Evangelical — Rev. A. Bick's
United Missionary — R. Shear
Anglican
Roman Catholic

Construction Company

Shannon Construction — J. A. Shannon

Dairy

Didsbury Dairy — Tom Morris

Dentist

Dr. C. McDonald

Doctors

Dr. E. McIsaac
Dr. E. Apple
Dr. W. H. Epp

Druggist

Law Drug Store — O. A. Law

Dry Cleaners

Prestier Laundry

Electrical Appliances Sales & Service

Dickau Electric — L. Dickau

Funeral Home

Didsbury Funeral Home — W. McParque

Garages

Edford Motors — Ed. Ford
Preston Motors — A. Preston
Stevens Service Shop — F. Stevens
Roadbud Motors — Hall Andrews
Barrett's Garage — R. Barrett
Cowan's Garage — W. Cowan

General Merchants

Sylvester's Clothing — J. Folger
Bartons — E. G. Bartons
Red & White — C. M. Carter
Campbell's Good Store
J. V. Bercht & Sons
McDonald & Son
Kendrick & Jenkins
C. New
Variety Store

Grain Companies

United Grain Growers
Alberta Pacific Grain Co.
Alberta Wheat Pool
Plowman Grain Co.

Hardware Supplies

Lauson Hardware
Mac's Hardware — W. McParque

Hospital

Didsbury Municipal Hospital

Hotels

Roadbud Hotel
Didsbury Trailer Lodge — L. B. Dickau

Insurance & Real Estate

C. E. Butler

Implement Dealers

J. H. C. — H. Oke
J. J. Case — W. Cowan
John Deere — W. Cowan
Massey-Harris-Pomona — L. Clayton

Jeweller

Stor's Jewellery — W. Storr

Library

Didsbury Public Library

Locker Service

Crystal Dairy

Lumber & Building Supplies

Atlas Lumber

Didsbury Lumber

Meat Markets

Prestier Meat Market
Rit's Meat Market

Newspaper

Didsbury Pioneer

Oil Companies (Bulk)

Canadian Oil Products
Anglo-American Oil Products
Imperial Oil Products

Painter & Decorator

H. Becker

Photographer

E. Wiggins

Plumbing & Heating

Kaufman & Jenkins

Pool Hall

Didsbury Pool Hall

Postmaster

C. Wiggins

Poultry & Ponds

A. Gale

Restaurants & Cafes

Roadbud Hotel Cafe
Brights Byrt Cafe
Stark Cafe
Sunrise Coffee Shop

School

Didsbury School — E. Wiggins, principal

Shoe Repairs & Sales

C. New

Taxi

J. Lait

Theatre

Didsbury Theatre

Transport Company

Didsbury Carriage

TOWN OFFICIALS

Mayor — H. Lynch-Stanston
Secretary-Treasurer — F. L. Evans
Councillors: C. Butler; L. Dickau; R. Kinch; P. Anderson; W. Storr; E. Prestier
Board of Trade Secretary — A. Allen

Drumheller

Population—3,000.
Location—East of Calgary
Highway No. 9



Aerial view of Drumheller

IN the year 1793, an intrepid rover of the plains made a crossing of the Red Deer River at the mouth of what is now known as Rosebud Creek. The landmark about five miles southeast of the present city of Drumheller, is designated today as a historic site.

There are indications that this early explorer, Peter Fidler, had suspicions at the time of his first crossing which he was to confirm later. For he applied the name Edge Coal Creek to the stream which is now Rosebud Creek.

However it was not until a year later, 1794, that history officially records the original discovery of Drumheller Valley coal to Mr. Fidler.

And even then, it was not the Rosebud Creek field which was given first attention. The original coal mine of the Drumheller Valley was established in 1910 in the vicinity of what is now the Hamlet of Newcastle, one of the 12 coal mining hamlets which surround the capital of the Red Deer Valley coal mining industry.

The Rosedale Mine, at the site of Fidler's 18th century discovery, was not launched until 1912.

In the present day, coal mining and Drumheller are practically synonymous. And the relationship is well earned by the central Alberta city.

However, in their enthusiasm for giving prominence to the miners' wealth of the district many of Drum-



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DRUMHELLER, ALTA.



heller's most ardent boosters lose sight of the fact that the area is also very favorably situated for grain farming and stock raising. This was vividly demonstrated in 1883 when a Drumheller district farmer, Ronald Leenhardt walked off with his second World Wheat Championship in a row for a sample of wheat grown on his Drumheller farm.

Although Mr Fidler appears to have fairly solid claim to being one of the earliest white men to travel very extensively in the Red Deer River area, the first real settlers of what is now the Drumheller Valley were ranchers.

Among the first of these were James Russell, who arrived in 1897, followed by James Trumble in 1901 and Thomas F Greentree in 1902.

To Mr Greentree goes the honor of being Drumheller's first citizen. The log cabin which he erected in 1902 was well within the limits of present day Drumheller.

The Greentree homestead soon became recognized as a stopover hotel for settlers entering the district.

The man who was to give Alberta's coal capital its name arrived in 1910. Samuel Drumheller determined to organize a townsite on the Greentree homestead. To this end he purchased the Greentree property. In the same time the energetic Mr Drumheller had 100 acres surveyed into town lots.

By the fall of 1910 a few buildings had been erected in the new community.

The name of the new centre was not definitely established until 1911. At that time the suggested name

of Greentree was abandoned in favor of Drumheller. This was the name given to the new post office established in the store operated by the future city's first merchant, N. S. L. Brownjohn.

The coal mining industry got its first impetus with the arrival of Jesse Gouge, also in 1910, while history does not record the fact, it could be that the coincidence in time of Mr Drumheller's plan for a new settlement and Mr Gouge's move to file a lease on 1,000 acres of potential coal producing were not a pure accident.

At any rate, the hamlet of Drumheller and Gouge's Newcastle mine were both in the throes of establishment and first production by the year 1911. The first Canadian Newcastle coal was shipped to Calgary via Vegreville in 1912.

In the same year Canadian Pacific Railway pushed steel into Drumheller.

Incorporation as the Village of Drumheller came on May 6, 1913. It was raised to town status in 1916 and became a city on April 3, 1930. Mr Greentree, Drumheller's first citizen, was a member of the original village council elected in 1913.

Drumheller today is a solidly established business and industrial centre. While its city limits population is a conservative 3,000, it is the focal point of thickly populated coal district of the Red Deer River Valley. The district population, including residents of the 12 hamlets clustered around working mines in the immediate Drumheller area is in excess of 10,000.

The situation is similar in all other mining centres in North America. The business and marketing centre



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DRUMHELLER, ALTA.



Bradford's Cold Storage Plant in Drumheller

springs up as a separate community from the mining settlements around the shaft heads. But for all residents of the mining hamlets, Drumheller remains their trading centre although they may not in legal terms be citizens of the municipality.

The single line of the Canadian National Railway which was inched into the new village in 1912 has now become two important CNR branch runs: the Calgary to Saskatoon and the Calgary to Edmonton lines.

In addition there is the Canadian Pacific Kneehill to Rosemary Line which was completed in 1925.

The city is on Highway No. 9, a paved, all-weather thoroughfare which runs south and west to pick up the Trans-Canada Highway just east of Calgary for the final few miles into the larger Southern Alberta centre.

Greyhound Bus Lines, Cardinal Bus and Valley Bus Lines all operate daily schedules through the city. The first has a fast, near express service on the run into Calgary 85 miles to the southwest.

The total assessment of the city is \$2,750,440. The tax rate on this is 87 mills. There is a debenture debt of \$168,495.

The total capital assets of the city are given as \$321,585.

Electrical power for Drumheller is provided from the Canadian Utilities Steam Generating Station which is located in the city. This plant, which has a capacity of 13,500 kw is the source for energy to the entire east-central section of the province. From it power is supplied to all the mines in the Drumheller area and also to upwards of 50 communities outside of Drumheller.

The entire built up area of the city is served with water sewer and natural gas lines.

The city obtains its water from a 40-foot deep well which is supplied by infiltration of water from the Red Deer River through a natural gravel filter bed.

The gas is obtained from the South Drumheller Gas field and is available in surrounding areas as well as in the city itself.

A five-member Royal Canadian Mounted Police detachment provides police protection in the city. The RCMP are under contract to the city for the protection.

For fire protection there is a part-time Fire Chief and Deputy Chief, who have charge of a 20-member volunteer fire brigade.

Three school districts have their headquarters in Drumheller.



Drumheller Co-op Store



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Wade's jewelry in Drumheller

Drumheller School District No. 2472 includes the city and the Hamlets of Newcastle, North Drumheller and Bankview. The city district has 10 school buildings with a total of 40 classrooms. Total enrolment is close to 1,300 students. Grades 1 to 12 are taught, and there are facilities for household economics and shop classes.

The Red Deer Valley School Division takes in all the hamlet schools in the Red Deer Valley which lie outside the city limits and those of the hamlets mentioned above.

Drumheller Rural School Division No. 30 takes in the other districts not included in the two mentioned above. For students from this latter division a dormitory building has been established within the city for ac-

commodation of students. The charge is \$15 a month for room and board on the basis of a five-day week and \$1 a day for extra days.

A new junior high school building was erected recently in the city at a cost of \$200,000.

The Drumheller Municipal Hospital District No. 3 was established in 1919. Official opening of the 36-bed hospital took place in 1920.

Facilities today provide for accommodation of 110 patients in one section of the hospital. An addition completed in 1954 made 18 more beds available in the maternity suite and 20 beds for newborn infants. The lower floor of the hospital has accommodation for another 44 patients.

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DRUMHELLER, ALBERTA



Napier Theatre—Drumheller

There are eight churches in the city. They are Roman Catholic, Anglican, United Baptist, Nazarene, Christian Brethren, Salvation Army and Lutheran.

Among service, social, fraternal and cultural organizations in the city are: Masons, I.O.O.F., B.P.O.E., Loyal Orange, Royal Purple, Knights of Pythias, Enrico Caruso Italian Lodge, Elanora Duse Italian Ladies' Lodge, Eagles, Eastern Star, Rebekahs, Rotary, Kiwanis, I.O.D.E., Canadian Legion, Women's Professional and Business Club, Rotary Annex, Kinetics, Board of Trade, Junior Chamber of Commerce, Canadian Red Cross, Fish and Game Association, Home and School Association, Association of Registered Nurses, St. Andrew's Society, Ministerial Association.

There are facilities for a variety of sporting activities in and around Drumheller.

For winter activities there is a skating arena and a curling rink with six sheets of ice, both of them equipped with artificial ice.

For summer sports there is a municipal swimming pool, tennis courts, facilities for baseball and softball and also an excellent nine-hole golf course.

The district surrounding the city is also first class for hunting and fishing. Residents of the city need not go further than the city limits for their fishing. Pike, Pickerel and Goldeye may be landed along the banks of the Red Deer River which forms the city's northern boundary.

For the tourist and visitor there is excellent accommodation in any one of the city's three hotels. In North Drumheller is located the modern Silver Spike Tourist Camp Motel. Prehistoric fossil beds in the badlands near the city are a good tourist attraction.

Drumheller's location in proximity to excellent supplies of coal, oil, natural gas and water offer first rate opportunities for industrial development. Also of advantage is its situation with relation to transportation facilities. Industrial sites are available both on frackage and close to the river.



Silver Spike Grill—Drumheller



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Phone 2678 DRUMHELLER



Whitehouse Hotel—Drumheller

Oil production near Drumheller began in 1951, about a year after the first test well was put down. Close to 500,000 barrels of oil have been produced from the local field since that time.

The immediate Drumheller district also has large deposits of Bentonite and other types of clay which are suitable for working.

Since production at the coal mines is not always steady there is ample male labor available for new industries.

As indicated earlier, the land surrounding the Drumheller mining district lends itself excellently to grain farming. The normal soil profile surface horizon averages about seven inches in depth and is dark brown in color.

ANDERSON AGENCIES

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C. A. McKinnon

Ree Estate and Insurance
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A large lacustrine clay area covers about 500,000 acres in the region. Large areas are excellent for stock grazing.

To provide advice and assistance to local industry and farmers a large number of federal and provincial departments have offices in the City of Drumheller. Technicians, advisors of these departments are available to discuss possibilities of the area with interested industrial representatives.

The city is governed by a mayor elected every two years and by six councillors, three elected each year. A city manager was appointed in 1948.

Mayor — Wm. H. Anderson

City Manager — James J. Part

Board of Trade Secretary — H. Davies



James's Groceries & Supermarket—Drumheller



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Drumheller Directory

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Chislean and Kegan—J. L. Kegan

Ambulance Service

Women's Ambulance Service

Auto Body Shops

Ladies Body Shop—J. Lofters

Auto Supplies

McPherson Motors
Western Garage
Exochord Motors
MILAN MOTORS—Ford Merch—
Dan McLean
R. TURNER—J. H. Trucks
Weymard Motors
Valley Motors
Drumheller Motors

Bakery

Prophet Bakery—J. H. Ishringli

Banks

Bank of Montreal
Canadian Bank of Commerce

Barbers

Azo Barber Shop—A. C. Anderson
Max A. Black
Davis Barber Shop—Wm. Davis
Ski's Barber Shop—R. Sedore

Barristers

E. H. Red Q.C.
W. H. Sanderson Q.C.

Beauty Parlours

Henn Beauty Parlor—Henn Peterson
Victory Beauty Salon

Blacksmith & Welding

Drumheller Iron Works—J. Leach
Pepper Bros. Ltd.

Book Store

Drumheller Mail

Chiropractor

Dr. W. H. Speck

Churches

Catholic
Anglican Church
United Church
Baptist Church
Methodist Church
Christian Brethren Church
Berean Army
Lutheran

Cycle Shops

J. K. Adam

Construction Companies

Bisset Construction—Mrs. L. A. Bisset
Greene Construction—Wendell Greene
Holmes Construction—Alf Holmes
L. P. SCHUMACKER & CO.—L. P.
Schumacker
MILAN SERVICES & CONSTRUCTION
LTD.—Dan McLean prop.

Contractors, General & Building

C. Chasman
C. H. Fung and Sons
EARL PARSONS
T. Scholtz

Dairy

City Dairy Ltd.—W. Russell
Brown's Dairy

Dentists

Dr. R. O. Driskin
Dr. H. J. Robinson
Dr. C. Westrup

Drapery

Drumheller Associated Physicians
Dr. G. H. Whitmore

Druggists

ANDERSON DRUG—D. F. Anderson
Dick's Drug
Swing Drug—F. Plumb

Dry Cleaning

Catalpa Cleaners—W. J. Jette
Premier Dry Cleaners

Electrical Appliance

Sales & Service

Canadian Union Ltd.
EDWARDS ELECTRICAL—N. Edwards
G. G. Rogers
VETS ELECTRIC—W. L. Power
Vets Electric—L. L. Lohr
DRUMHELLER CO-OP STORE—W.
G. Carl

Florist

VALLEY FLOWER & NEEDLECRAFT
SHOP—Ray Barlow

Funeral Home

Waters Funeral Home—R. Winger

Garages (including all service sta.)

Sparky's Auto Service—E. E. Chappin
DRUMHELLER SERVICECENTRE—
Wm. Crut
Exochord Motors—J. McManis
Lasson's Auto Electric—Alf Hunter
McPherson Motors—Angus McPherson
North Star Service—H. Green
L. P. Schumacker
Valley Motors—H. L. Scholtz
Western Garage Ltd.
Weymard Motors

Merchants (Include all Stores)

DRUMHELLER CO-OP STORE—
W. G. Carl

Anderson's Clothing—Mr. K. Anderson
Brown Brothers Clothing—Chas. and
Duncan Brown

Brown's Groceries—Brite Vickers

FULTON LTD.—Ladies Wear—Mary
Tanner

JIMMIE'S SUPER MARKET—R. J.
Steele

Jelle Clothing Store

Jessie's Groceries—E. Plumb

Kemp & Leather—Clothing

D. A. Oliver—Furniture Retail

Red & White Store—J. Webb

Sater Store—Clothing

Stedman Bros. Ltd.—Variety Store

Teachuk Store—Clothing

Valley Lighters—Furniture

Weiner's Clothes—Ed. Weiner

N. B. Vickers Ltd.—Furniture, Hardware
and Grocery

DRUMHELLER SPORTING GOODS—

Bill Cameron and Frank Looney

VALLEY FLOWER SHOP & NEEDLE
CRAFT—Ray Barlow

Grain Companies

Alberta Pacific Grain Co. Ltd.
Alberta Wheat Pool

Hardware Supplies

Alberta Co-op Wholesaler
DRUMHELLER CO-OP STORE—W.
G. Carl
Gerrard Ltd. R. Dwyer
Honey's Hardware—E. F. Honey
N. B. VICKERS LTD.

Hospital

Drumheller Municipal Hospital

Hotels & Motels

Alexandra Hotel—Van Swalen & Gutman
WHITEHOUSE HOTEL
Wendell Hotel—A. E. Davidson
S. L. Regis Hotel

Insurance & Real Estate

ANDERSON AGENCIES—W. H. Anderson
ASSOCIATED INSURANCE AGENCIES
J. A. McKay and M. Danyah
Drumheller Insurance Agencies—Miss
M. Pyle
RUTZ AGENCIES—A. J. Rutz
L. M. Swain & Son



Midland Coal Mine Drumheller



Third Avenue Drumheller



Drumheller Public Library



Drumheller Junior High School

Drumheller Directory

Implement Dealers

C.G.I.L.—HAROLD SERVICE—Harold
Gross
Cockshill—L. P. Schumacher & Co.
F. H. C. J. R. FURBER
John Deere—Drumheller Implements
M.M. & OLIVER—BURT'S FARM
SUPPLIES—T. J. Hart

Jeweller

Anderson Jewellers—G. F. & Geoffrey
Anderson
John Major
E. E. W. Mills
WADE'S JEWELLERY—W. Brooks Wade

Laundry

Proulx Laundry & Dry Cleaning

Library

Drumheller Public Library

Locker Service

BRADFORD COLD STORAGE H. E.
Bradford

Lumber & Building Supplies

Crown Lumber Co.—E. Myhr
Reynolds Sawmill Co. Ltd.—J. Oates
Whitlock Lumber Co.—C. S. Stone

Meat Markets

Bradford's Meat Market—E. E. Bradford
Hickory Bend
Superior Meat Market—Kell, Lottas & Pines
Janssens Meat Market
Red & White Meat Market
Drumheller Co-op—W. G. Carl

Newspaper

Drumheller Mail Ltd.
Valley Adventure

Oil Companies (Bulk)

B.A. Oil Co. Ltd.
Imperial Oil
Maple Leaf Oil
North Star Oil
Harold Service—agent
Harold Gross

Optometrist

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MAC'S PAINT SUPPLIES AND FLOOR
COVERING—Mac's Zacharia

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Lefebvre and Gurneen
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Plumbing & Heating

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Dunlop & Hawkins
Miles Sheet Metal
W. Peterson

Pool Hall

Campbell & Loughlin

Postmaster

F. Starck

Poultry & Feeds

Alberta Poultry Marketing
Brown's Electric Hatchery — W. J. Brown

Restaurants & Cafes

Arrow Lunch Gas Wood
CORNER CAFE R. Yavin
Diana Cafe Lunch
Diana Cafe
Dorcas Cafe
Tony's Snack Bar — T. Catone
SILVER SPIKE GRILL — C. R. Carlson
Waldorf Larder Shop
Palace of Eats — N. Paloe & Peter Diamond

Schools

Chapman — E. H. Read G.C. W. A.
Irving G. Powell R. J. Melville, Ed.
W. H. Read, Superintendent
Secretary-Treasurer: J. C. Jensen M.D., B. Ed.

Shoe Repairs & Sales

Modern Shoe Repair M. Blazette
Priority Shoe Shop
Old Shoe Repair

Sporting Goods

Drumheller Sporting Goods W. Cam
eron & F. Lacey

Tailor

Sam's Tailor Shop Eric Pickens
Webber's Tailor Shop Frank Webber

Taxi

A's Taxi A. W. Pinkerton
T.M. Taxi—E. C. Kreitz
United Taxi G. Havens

Theatres

NAPHER THEATRE — Miss M. Hayne

Tourist Camps

Silver Spike Camp N. Drumheller

Transport Companies

Coal City Transport—F. West

Vulcanizing

Auto Tire Repair A. Blandillo
ANDY'S TIRE SHOP A. E. Harper

Wholesale Houses

Conroy's Ltd.
Drumheller Wholesale
Western Distributors Ltd.
Gorman & Ltd.

Wood-Cool-Gas, etc.

BRIGHT COAL CO. Natural Gas
Drumheller Union Ltd.
RED DEER VALLEY COAL CO. LTD.

Veterinarian

Dr. W. Lawrence

City Council

Mayor — W. H. Anderson
Aldermen — T. Beland — Chairman,
Finance Committee
Anderson W. Gorman — Chairman, Public
Works Committee
Anderson D. Anderson — Chairman,
Parks and Amusements Committee
Alderman M. O'Dwyer — Chairman,
City Hall & By-Laws Committee
Anderson W. Proulx — Chairman, Fire,
Light & Police Comm.
Anderson A. Potter — Chairman, Cen-
sity Health & Relief Committee

City Officials

City Manager — Jean J. Part
City Solicitor — W. R. Sanderson, Q.C.
City Auditor — Christine & Kergin,
Chartered Accountants
City Works Foreman — A. J. Travis
City Fire Chief — W. Gusterson, Sr.

Board of Trade

President — J. McMillan Secretary—
R. E. Davies

Public Library Board

R. Shupe (Chairman) Madeline Thoe,
Campbell and E. E. Lacey, Mayor W.
H. Anderson, R. Bennett & Mrs. Margaret
and Sheld (Secretary-Treasurer)

Hospital Board

City Representative—Grove G. Duncan,
Licensed Wines — Secretary-Treasurer

Drumheller Health Unit

City Representative — Alderman A. T.
Potter

Location

The City is located 85 miles North-East
of Calgary on the Calgary-Saskatoon
and Calgary-Edmonton Lines of the
C.N.R.

Incorporation

It was incorporated as a Town in March,
1915, and as a city in April 1930.

Industries

It is the centre of the coal-mining industry
in the Red Deer Valley. Electric light and
power are supplied from the plant of the
Canadian Utilities Ltd. in the city and ex-
tensive surrounding areas. Oil and gas are
additions to the available natural resources
of this District and gas is available to the
City and surrounding areas from the South
Drumheller Field.

Duchess

THE CENTRE of a mixed farming and ranching district in an irrigation area in southeastern Alberta the village of Duchess is named after one She was a gracious lady, wife of the fourth Duke of Sutherland who acquired extensive farming land in the vicinity of Brooks early in the century

Duchess was founded in the year 1911

The Canadian Pacific Railway completed a rail line into Duchess in 1914. A year later, work had been completed to include the district in what is now the Eastern Irrigation District

The community rose to village status in May of 1921. The first Reeve was S. B. Kemer

The village today has a population of over 280. There is good train service over the CPR's Banff-Shoemaker line and Provincial Highway No. 36 is a first class thoroughfare connecting with main arteries which run to the province's larger centres.



Duchess Garage

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Refrigeration



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Duchess, Alberta

Duchess Directory

Accountant

H. D'Clute

Auto Body Shops

Mitchell Auto Body Repairs — G. R. Mitchell

Auto Supplies

INTERNATIONAL TRUCKS — DAN'S
TEXACO GARAGE D. Burkholder
PLYMOUTH-CHRYSLER DUCHESS
GARAGE — Merle West

Business

Treasury Branch Agency R. C. Gray

Blacksmith & Welding

Charles Oest

Churches

United Church — H. B. Hay
Methodist Church — C. J. Kemer
Lutheran L. L. Gustafson

Dairy

D. J. Ferguson

Garages

DUCHESS GARAGE — J. Merle
DAN'S TEXACO GARAGE — D. Burkholder
P. B. Hise
Lido Motor Service G. H. Lake

General Merchants

R. C. Gray
P. N. Bartlett

Grain Companies

A. P. Gray — G. West
Alberta Wheat Pool E. R. Simon

Hardware Supplies

Beaver (Alta. Lbr. Ltd. — R. C. Gray

Hotels & Motels

Duchess Hotel — Mrs. P. Anderson

Insurance

H. D'Clute

Implement Dealers

C.C.I. — Alta. Wheel Pool
L.M.C. — DAN'S TEXACO GARAGE
JOHN DEERE DUCHESS GARAGE
Murray-Darby-Ferguson — F. B. Lewis

Jeweller

D. O. Burkholder

Lumber & Building Supplies

Beaver (Alta. Lumber Ltd.)

Meat Markets

Duchess Meat Market
Oll Companies (bulk)
North Star — W. Leaver
Imperial — G. H. Lake

Painters & Decorators

R. C. Holman

Pool Hall

F. Wombold

Postmaster

C. L. Keady

Restaurants & Cafes

Duchess Cafe — Mrs. M. Best

Schools

New 8 room school to open Sept. 1

Shoe Repair

Duchess Mobley Shop — E. Phillips

Transport Companies

Duchess Garage
Gen's Towing Garage
W. C. Godfrey

Wood-Coal-Gas, etc.

A. P. Gray (Coal)
Alta. Wheel Pool (Coal)

TOWN OFFICIALS

Mayor — P. N. Bartlett
Secretary-Treasurer — H. D'Clute
Councillors — G. H. Slater, John Brown
Board of Trade Secretary — James Henry



East Coulee looking southwest across the Red Deer River and showing the old Empire Mines in left background and C.P.R. station in right foreground.



East Coulee Main Street



East Coulee Hotel



East Coulee School

EAST COULEE HOTEL

Nick Pedoccoly and Carl Hostler props

14 Modern Furnished Rooms
located in the heart of Dinosaur Valley

Phone 308

East Coulee, Alberta

Edberg

Population — 180
Location — 18 miles south
of Camrose
Highway —

THE CENTRAL ALBERTA village of Edberg, population 180, is proof of the proverb about "good things in small packages"

In the heart of one of the more modern mixed farming districts in Western Canada, Edberg has matched the stride of the district it serves. It is the smallest village in the province which has a water tower and sewer and water services in all homes and business houses.

Seventy per cent of Edberg's progressive citizens are of Swedish and Norwegian ancestry. The remainder are English, German, Scotch, Ukrainian and Irish. They make up one of the more public spirited groups of citizens in Alberta, with all community projects being given excellent support by a people who have shown a willingness to pitch in and make their community second to none.

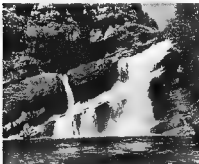
Located as it is on the Canadian National Railways' main line between Edmonton and Calgary, Edberg has excellent train service.

Mill rate in the village is 38, made up of 28 for school and nine for municipal. There is a village debt of \$17,730.

Electrical power is supplied by the Calgary Power Company. Sewer and water utilities are village owned.

The three grain elevators located in the village have a combined capacity of 240,000 bushels. They are operated by United Grain Growers, Alberta Pool and Searle Grain.

Mounted police from Camrose provide police protection for the village and surrounding district. There is a volunteer fire brigade.



Camrose Falls Waterfalls National Park

The 10 room village school provides adequately for educational requirements up to Grade 12.

A Parent-Teachers' Association, Elks, Legion Ladies' Home Circle and Ladies' Aid are among the more active social and service groups in the village.

For recreation there are facilities at school playgrounds, as well as ball fields and rinks in the village.

For the sportsman a short jaunt of just over a mile provides excellent fishing in Dried Meat Lake, an area which is also noted as a hunters' haven.

A Lutheran Church is located in the village.

The black loam land of the farming district is valued at \$45 to \$55 an acre. Its yields run to 35 bushels an acre in wheat, 45 in oats, 35 in barley and 30 in rye.

About 60 per cent of the farmers keep dairy cattle, while 10 per cent run purebred herds. About half the farmers raise swine and some 10 per cent keep sheep also.

Farwers of the district have shown themselves to be very modern minded. Some 90 per cent of the farms are on power lines, have d.a. telephones and indoor water systems.

Edberg is in the Rural Municipality of Camrose No. 63. RM Secretary is W. Seaman.

Mayor Hans Brookhoff

Secretary-Treasurer R. E. Sixstrom



Lake Louise

THE COUNCIL AND CITIZENS OF THE
VILLAGE OF EDBERG
WISH TO SALUTE THE PIONEERS AND NEW COMERS OF THE DISTRICT



EDBERG GARAGE

HANS BROCKHOFF, Manager

JOHN DEERE QUALITY FARM EQUIPMENT
STUDEBAKER SALES and SERVICE
PROPANE and ELECTRICAL APPLIANCES

PHONE 91921

EDBERG, ALBERTA



Edberg Directory

Auto Supplies

Studebaker — Subagent — Edberg Gar.
age — Hans Brockhoff

Barbers

E. H. Skatzen

Blacksmith & Welding

E. Hau

Churches

Lutheran Church — Rev. E. V. Rude

Dairy

Central Alberta Dairy Pool — E. Gustav-
son, mgr.

Furs

Trapper & Hunter — Joe Karick

Garages

Herman's Service — Herman Diegenich
EDBERG GARAGE — Hans Brockhoff

General Merchants

Edberg Co-op Store — R. E. Skatzen
Ergason Bros. — Locker Plant & General
Merchants
Edberg Variety Store — W. I. McCordick

Grain Companies

United Grain Growers — E. H. Swenson
Saskia Grain Co. — W. Olstad
Alberta Wheat Pool — D. Scott

Hardware Supplies

MARSHALL-WELLS — EDBERG
HARDWARE & LUMBER — N. Rad-
omsky
G. M. Corbin Hardware

Hotels & Motels

Edberg Hotel Co. Ltd. — W. Mason, prop.

Insurance & Real Estate

Lloyds of London
Canadian Commerce
Wawanesa Ins.
G. R. Johnson
Wm. Olstad — Western Union & Postage
La Prairie
Loren Baithe — Alberta Nat'l & Home As-
surance

Implement Dealers

Codakult — G. M. Corbin
L.H.C. — T. A. Martin
JOHN DEERE — Hans Brockhoff —
Edberg Garage

Locker Service

Edberg Locker Plant — Erickson Bros.

Lumber & Building Supplies

EDBERG HARDWARE & LUMBER —
N. Radomsky

Meat Markets

Edberg Coop
Edberg Locker Plant

Oil Companies (bulk)

Imperial Oil — N. Radomsky
Maple Leaf — C. M. Courtenay

Pool Hall

Edberg Pool Room — R. N. Skatzen

Poultry & Feeds

United Grain Growers

Postmaster

J. H. Lyle

Restaurants & Cafes

Edberg Cafe — Mrs. Rose Swenson
Loren Coffee Shop — Loren Skatzen

Schools

M. Beitzman

Shoe Repair & Sales

Edberg Shoe Shop — J. Oide

Theatre

Community Hall

Transport Companies

H. Kneeland — General Trucking
G. Lyle — Livestock & General
Boden Bros. — Bulkheading & Trucking

Vulcanizing

Edberg Garage

Wood-Ceal-Gas, etc.

United Grain Growers

TOWN OFFICERS

Mayor — Hans Brockhoff
Secretary-Treasurer — R. E. Skatzen
Councillors — N. Radomsky, Steve Erick-
son

Edberg Hardware & Lumber

MARSHALL-WELLS STORE

N. RADOMSKY Owner

Everything for the Builders

PHONE 91922

EDBERG, ALBERTA

For further information contact

MONARCH PUBLISHING CO.

103 LAFLECHE BLDG.
EDMONTON, ALTA.

202 GLENGARRY BLK.
SASKATOON, SASK.



Aerial view of Edmonton's main business district

Edmonton

THE POLITICAL CAPITAL of the Province of Alberta, the City of Edmonton has in recent years probably been more in the forefront of industrial development than any metropolitan area in Canada.

Political capital it has been for half a century. But in the past decade it has become the acknowledged Oil Capital of the Dominion as well as the recognized energy frontier capital for development of the fabulous resources which lie awaiting development in Canada's far northwest.

The history of the city dates back to 1795 when the Hudson's Bay Company and the North West Company were battling for trade in the then all but unexplored western regions. The first building on the general site of what is now a still growing city of close to 200,000 population was the Hudson's Bay Company's Fort Edmonton. It was built in 1795.

The incorporation of the Town of Edmonton came just three years short of a century later, in 1892, shortly after the staking of a small number of church

and private claims in the near vicinity of land which had been reserved to the Hudson's Bay Company some years earlier.

One of the future city's early first citizens, and a man to whom the present metropolis owes much for its swift development to a place of prominence in the new territory is the late Hon. Frank Oliver. The owner and publisher of the "Edmonton Bulletin", Mr. Oliver served his community and his country unflinchingly.

It seems hard to realize today that back in 1887 the settlement which was less than a century later to assume such national and international status had a population of about 150 people.

Edmonton has always maintained the vigor and vitality of a frontier town. It was not many years after the frontier atmosphere of Western Canada began to wear thin with the arrival of thousands of homesteading

MOTOR CAR SUPPLY COMPANY OF CANADA LIMITED

Calgary, Edmonton, Lethbridge, Cranbrook, Dawson Creek, Peace River, Medicine Hat, Red Deer, Grande Prairie, Lloydminster, Stettler, Camrose.

Forty-four years of Continuous Service to the Automotive Trade.



—Alberta Government Photo

settlers that Edmonton became the main focal point for new frontier development northward. It retains this role today, even though it has also become an industrial giant in its own right as a result of the tremendous development in its immediate area.

The Klondike Gold Rush of 1896, is an example of the boom phases which have maintained Edmonton in its enviable position as the centre of new exploration and development. True, the city is far from the gold fields of the Yukon. But nevertheless it became the jumping off point for thousands who joined that fabulous trek northward.

It is in fact Edmonton's strategic location on the literal doorstep of the untold wealth of the northwest which has been the major factor in its development. Its location has been anything but overlooked by the farsighted planners who lay out those life carrying arteries which pump a continuing flow of sustaining supplies to the industrial heart of the nation, the major transportation links.

It was no mere accident, for example, that the first licensed commercial airport in Canada was established at Edmonton in 1919.

The first rail lines into Edmonton reached there in 1892, in the form of a Canadian Pacific Railway branch line from Calgary. The Canadian Northern, now a part of the Canadian National Railways' vast main line network which passes through Edmonton reached the city in 1903. Incorporation as a city came a year before this vital rail link was forged.

The year 1942 marked another epoch in the establishment of Edmonton as the transportation hub of the northwest. In that year construction of the Alaska Highway was undertaken. Completion of this major engineering feat placed Edmonton at a focal point in a vast road network stretching from the Gulf of Mexico on the south to Fairbanks, Alaska.

The most noteworthy of recent developments in the immediate Edmonton area, was marked on February 13, 1947, when the now famous Leduc No. 1 oil well blew in. It ushered with it a new era in industrial development for the whole of Canada.

When business men refer to Edmonton as the hub of the Province of Alberta they are probably not aware of how nearly they are to being geographically accurate. The city is in fact located just 60 miles south of the geographic centre of the province. The North Saskatchewan River flows through the centre of the metropolis.

From the beginnings described above, the city has developed into the transportation centre of Western Canada.

R. L. BREWS & SON LTD.

ELECTRIC EQUIPMENT

10810, 119th Street

EDMONTON

Crosstown Motors

"Edmonton's Largest Used Car Dealers"



Two Lots to Serve You



Lot No. 1—105th Ave. & 101st St.

Lot No. 2—112th St. & Jasper Ave.

Phone 42222

Phone 42242

ZANE FELDMAN, General Manager

BEN WARHAFT, Office Manager

EDMONTON, ALBERTA

It is a divisional point on the transcontinental line of the Canadian National Railways. It is a northern terminus for the Canadian Pacific Railway's network in the province. And it is the southern terminus and headquarters for the frontier opening Northern Alberta Railway.

Highway No. 2 leads south from the capital through Calgary to the American border. Highway No. 16 leads west to Jasper and east to Lloydminster.

Its important position on the vast network of roads which link through to the Alaska Highway has already been stressed. Recent highway construction is providing an even shorter route from Edmonton to the Alaska thoroughfare.

The Edmonton airport, owned and operated by the city has brought the Alberta capital international recognition in the still developing air age. The sprawling network of runways, hangars, terminal buildings and administrative offices cover 750 acres. Facilities at the airport include a privately owned aircraft manufacturing and repair plant.

Four airline companies, Canada's Trans-Canada and Canadian Pacific, and the American-owned North West and Western Air Lines operate regularly scheduled passenger and freight flights into Edmonton. Five other companies fly out of Edmonton on a charter basis.

In addition, the airport is extensively used by the Royal Canadian Mounted Police and the Royal Canadian Air Force as well as numerous private business and industrial firms which operate their own air services on company business.

During the Second World War the Edmonton station was one of the main points on the Northwest Staging route and was in fact that air line's southern terminus. The world will not soon forget the role played by Edmonton in the vast air-ferry operation which channelled supplies, including the aircraft themselves, to hard-pressed allies in Russia.

In recent months the air over the Alberta capital was alive again with another gigantic air-lift operation. This time, ironically, the transport of the tons of supplies and equipment needed in the forging of the vital Distant Early Warning line, the electronic ring which Canada and the United States is forging as its first northern line of defence.

A total of eight bus companies operate regularly scheduled runs out of the city connecting with centres large and small throughout the province as well as with major cities in other provinces and the United States.

The Edmonton Transit System has a network of bus and trolley routes which provide excellent transportation throughout the city itself.

One of the more striking things about the city of Edmonton to the newcomer is the ease with which one can locate addresses and business places. The city has been carefully planned in its development despite almost unbelievable growth in the past decade. The streets are laid out and numbered in such a way that even the novice can tell immediately exactly what portion of the city he is in and how he should travel to reach a given destination.

Some idea of the growth of the city in just six years is given in a comparison of the following figures.



Imperial Oil Refinery, Edmonton

In 1948, the municipal assessment of the city of Edmonton was \$100,367,870. The tax rate in that year was 49.5 mills. Assessment on publicly owned utilities alone was \$8,000,000, which is included above.

In 1955, the municipal assessment was _____ and the tax rate is now _____ mills.

The city operates its own steam electric plant and distribution system. Fuel for the plant is natural gas purchased from North-Western Utilities Limited.

The water works, including the distribution system, are owned and operated by the city.

Natural gas is distributed throughout the city under a franchise held by North-Western Utilities Limited from the Viking-Kinsella and Leduc Fields. The domestic, commercial, and industrial customer rate for gas is \$3 a month for the first 4MCF or less and 30 cents per MCF for all additional.

There are other rates which apply for heavier industrial users.

Since the city is the capital of Alberta, all of the provincial government departments have offices and

representatives within its limits. In addition the major portion of federal government departments also have representatives located in the city.

The Alberta legislative buildings are beautifully kept structures which are a credit to the province and its people.

Also located within the city limits is the picturesque campus of the University of Alberta. The province's centre of learning was created in 1908 by an act of the first session of the first legislature of the province.

Up to 1911 university classes were conducted in rented premises. A building program was launched in the summer of 1911 with the construction of Athabasca Hall. After the Second World War the U of A, along with other Canadian universities, experienced the great influx of veteran students. The expansion in these years and since has been rapid.

Of even earlier vantage is renowned Alberta College, a centre of higher education which received its charter in 1903. It is now located in the very heart of the city.

"The New Improved GALANOT TIRE TRACKS"

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Keep your rubber tired vehicle working thru
RAIN and SNOW – SAND and STONES – MUD and MARSH

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KECK-GONNERMAN COMPANY, MT. VERNON, INDIANA

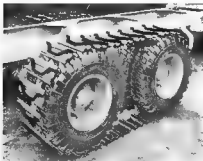
P.O. BOX 608

EDMONTON, ALBERTA

The city's public, separate and high school boards in recent years have accepted the challenge of phenomena, growth and by and large have been able to keep pace with the demand for increased class room space and additional instructors. The new institutions are modern scientifically planned buildings in which the students are given the full advantage of all the latest teaching facilities.

There are six hospitals in the city. The Charles Camille Indian Hospital is operated by the Indian Health Service, a division of the federal department of Health and Welfare. It is a 450-bed institution primarily for the treatment and care of Indian patients.

There are five general hospitals



Pictured here are the Galanot tire tracks manufactured by the Keck-Gonnerman Co. See ad above.

The University Hospital has capacity for close to 1,000 patients.

The Royal Alexandra Hospital can accommodate 630 patients.

The General Hospital has room for 453 patients. The Misericordia Hospital can care for 306 patients. St. Joseph's Hospital has 215 hospital beds. The last three hospitals are operated by Roman Catholic sisters.

University Hospital is operated by the U of A, and the Royal Alexandra Hospital is under the administration of the City Hospital Board.

ALBERTA DIRECTORY



British American Oil Refinery, Edmonton

In addition there are located in the city all the municipal, provincial, and federal health services and offices which one would expect to find in a major city which is also the capital of the province.

There are churches in the city for people of all persuasions.

All of the usual service, fraternal and social organizations which one would expect to find in a city of 200,000 population are found in the City of Edmonton. However in a city which has only in comparatively recent years forged ahead to metropolis portions, there is retained friendly, community atmosphere of much smaller centres. Also, there is the prevalent, and also sincere conviction, that one is sharing with his fellow citizen in a continuing development of a city which bids fair to become the most important centre in north-western Canada.



A scene on the Edmonton Airport



Canadian Industries Ltd. \$14,000,000 Polystyrene Plant at Edmonton

Edmonton is an ideal sports town.

It has teams in all major baseball, hockey and football leagues and squads of Edmontonians can usually be found in contention wherever and whenever a national title is at stake.

The Edmonton Eskimos of the Western Interprovincial Football Union have been strong contenders for the Grey Cup each year since they were re-organized just a few years ago. And in 1955 they succeeded where the majority of Western clubs have failed returning triumphant from what will go down in the record books as a classic in a competition which has itself become classic.

The Edmonton Flyers are always a team to watch in the professional Western Hockey League. They have held the Governor General's Cup, emblematic of supremacy in their class throughout the Dominion.

Edmonton's Junior Flyers have also made a name for themselves in the quest of the elusive (as far as the West is concerned) Memorial Cup.

And the Edmonton Eskimos baseball club in 1955 carried off the Western League championship.

Despite the predominance of professional sport at present, Edmonton retains the rugged love of the game for the game's sake which is characteristic of the developing community. It was not many years ago that a team of strictly amateurs, in the game for the thrill of playing, startled the hockey world by standing Allan Cup contenders on their collective ears.

Probably no other capita, in the Dominion represents and reflects the spirit of the province for which it is the administrative nerve centre than does the capital of Alberta.

The old and new. A frontier trading post that has become the oil capital of a province which is recognized as the coming industrial giant of the Dominion.

The oil derrick rising beside the wheat stack and the watering trough. These are the symbols of the old and new Alberta.

And in Edmonton, the oil refinery side by side with the grain storage elevators and the stock yards. These are the symbols of a city which will never grow old and never grow tired as long as there is an unexplored trail to the north.

Mayor — _____

City Clerk — _____

Board of Trade Secretary — _____

Edson

WEST of Edmonton about 126 miles and situated on the Canadian National Railways main line is the town of Edson, a divisional point populated by 2,500 persons and the trading centre for a district population of as many as 8,000. Twice daily bus service over No 16 highway complete this community's excellent communications facilities.

Edson has a large and varied business enterprise. The fact that real estate in the town has an assessed valuation of \$2,370,000 is indicative of this. Prominent and typical commercial establishments include auto suppliers, three bank branches, a law office, construction firms, a dairy, plumbing and heating services, numerous general and specialized goods stores, numerous garages and service stations, two drugstores, two hotels and a motel with 23 fully-modern units, lumber suppliers, meat markets, a newspaper - The Western Signal, several cafes and restaurants, dry cleaners, two taxis, two theatres and a drive-in and two photographic studios.



Mount Edith Cavell Jasper



Spirit Indian Dances

Population — 2,500
Location — 126 miles west of Edmonton
Highway — No 16

The tax rate in 1955 was 55 mills and the municipal debt \$304,804. The town owns and operates its own electrical power plant and sewer and water systems. There is a volunteer fire department and the town and the RCMP share policing duties.

Edson has eight Christian churches. Anglican, Roman Catholic, United, Pentecostal, Ukrainian Greek Catholic, Greek Orthodox, Dutch Reformed and Lutheran. There are both a public and high school, a hospital - St. John's, a dentist, three resident physicians' offices, and a public library. Memorial park, memorial hall and other centres are the locals for many of the social activities. Among the active organizations are the church auxiliaries and the Kinsmen and Elks.

Mayor — M. B. Burleigh
Secretary-Treasurer — R. C. Gregg
Board of Trade Secretary — L. Krostek

THE COUNCIL AND CITIZENS OF
EDSON
WELCOME ALL VISITORS

CENTRE SERVICE
W. F. TADDOY, Lessee
"Your Service Centre in Edson"
Open 8:00 a.m. to 12 p.m.
Phone 400 Edson, Alberta



Koebel Plumbing, Heating & Electrical
PROPANE GAS and APPL.ANCES
SHEET METAL WORK OIL BURNERS
Shops and Offices at:
EDSON HINTON JASPER



SUNSET MOTEL

TWENTY-THREE FULLY EQUIPPED MODERN UNITS
HOUSEKEEPING FACILITIES
MODERN COFFEE SHOP IN CONNECTION

"Sunset" Esso Service Station with Diesel Pump

PHONE 316

EDSON, ALBERTA

Edson Directory

Accountant

W. Zayla
W. W. Weller C. Petric

Amulance Service

L. Jay
Auto Body Shops
Wills Garage Edson Motor Co.

Auto Supplies

Buck-Pooner — Edson Motor Co.
Chevrolet-Gibson — Edson Motor Co.
Dodge-Dodge — Chevrolet Motors
Ford-Monarch — Wills Garage
International Trucks — Edson Welding & Repair
Mercury Motors — Waterloo Motors
Plymouth Chrysler — Linden Motors

Bakery

Edson Bakery

Banks

Imperial Bank of Canada
Royal Bank of Canada
The Bank of Nova Scotia

Barbers

Calton and Knecht

Blacksmith & Welding

Edson Welding & Repair
Edson Motor Co.
McCurdy-Nichols Machine Shop

Bowling Alley

Lady's

Chiropractor

D. J. Kitchin

Churches

Anglican — H. W. Buchner
Roman Catholic — Father Shale
United Church — C. C. Armstrong
Presbyterian
Greek Orthodox
Ukrainian Catholic

Construction Companies

Field Construction
Edson Builders H. Pollock

Dairy

Edson Dairy

Dentist

D. K. F. Robins

Doctors

D. C. Sage
A. N. P. Lee
J. Crawford

Druggists

H. A. Switzer & Co.
Gavia Drug

Dry Cleaning

Edson Cleaners Pearl Cleaners

Electrical Appliances

Sales & Service
Mabon Electric
G. KOEHL — Koebel Plumbing, Heating
and Electric
Mannell Electric

Funeral Home

Edson Funeral Home

Garages

CENTRE SERVICE W. F. Taddy
Edson Welding & Repair
SUNSET SERVICE
Fire Wolf Auto Court
Edson Motor Co.
Wills Garage Waterloo Motors
Universal Motors Cap's Garage
Linden Motors Hill Owen's
L. P. Gee

General Merchants

Graff
Edson Hardware & Supply
Workman's Clothing Store
Day-Rite Food
Mabon Electric
Continental Store
Service Hardware
Highway Grocery
Gavin Drugs
H. A. Switzer & Co.
Bul's Super Market
G. Koebel
Williams Clothing
Red
E. Gieson
Tet and Ten
Edson General Supply
The Candy Store
McIntyre
Marshall-Wells Store
Farmer's Market
Home Food Market
Jack's Meat Market
Wilson Feed Store
Wilson Furniture
Frank's Radio Clinic

Hardware Supplies

Edson Hardware & Supply
Service Hardware
Edson General Supply
Marshall-Wells Store

Hospital

St. John's

Hotels & Motels

Edson Hotel
Commodore Hotel
Burrill Hotel

Implement Dealers

I. H. G. — Edson Welding & Repair
J. I. Case — Edson Motor Co.
Massey-Harris-Ferguson — Edson General
Supply

Insurance & Real Estate

C. Patterson & Son
J. Gifford and Son
J. McFarlane
E. L. Gifford
W. Zayla
R. Edwards
P. W. Wells

Jeweller

McIntyre
E. Gifford

Library

Edson Public

Locker Service

Farmer's Market

Lumber & Building Supplies

B. N. A. Lumber Co.
Edson Lumber Co.
Moscow Creek Lumber Co.
Canway
Edson Hardware & Supply

Meat Markets

Farmer's Market
Home Food Market
Jack's Market
Bul's Super Market

Newspaper

Western Signal
Edson Leader

Oil Companies (Bulk)

Imperial Oil
British American Oil Co.
Canadian Oil Co.

Painters & Decorators

G. E. Collin J. A. Hall

Photographers

Booker's Studio Grant's Studio

Plumbing & Heating

G. Koebel KOEHL PLUMBING
& ELECTRIC
W. Knapik Knapik Plumbing & Heating

Pool Hall

Edson Billiards

Postmaster

C. E. Knapik

Poultry & Feeds

Wilson Feed Store

Restaurants & Cafes

Ann's Dutch Mill
Commodore Cafe & Grill
Edson Hotel Restaurant
Berndtson
Canadian Railway News
SUNSET COFFEE SHOP

Schools

Edson High School — M. D. Meade
Edson Public School — A. M. Dales

Shoe Repairs & Sales

Lois Shoe Repair
Martin's Shoe Repair

Tailor

R. Gould
Edson Cleaners
Pearl Cleaners

Taxi

Wyllie Taxi
Blumie Taxi

Theatres

New Edson
Hons
Shore Inn

Tourist Camps

Pine Bluff

Transport Companies

Working Transport
Edson Transfer

Vulcanizing

Edson Tire Repair

Wholesale Houses

W. Wilson

Wood Coal-Gas, etc.

H. Hutchinson
D. Guthrie

TOWN OFFICERS

Mayor — M. H. Brough
Secretary-Treasurer — H. C. Oregon
Councilors — W. F. Kortman
A. C. Mabon
W. B. McIntyre G. T. Tucker
W. J. Nigon W. A. Switzer
Board of Trade Secretary — L. Knecht

Empress

ON the Saskatchewan border in southeastern Alberta the Village of Empress is a debt free community which has provided its citizens with all the modern conveniences.

A Canadian Pacific Railways' divisional point, it is located on the main transcontinental line and has excellent daily train service. Highway connections are also first class over the Swift Current-Bassano Highway.

Population of the village is 500. There are 130 homes. Tax rate in the town is 53 mills on an assessment of \$239,000.

Canadian Utilities provide power services for the community. The water system is owned by the village. The village also has its own police force and fire department.

The three grain elevators in the village are owned by the Alberta Pool, Lake of the Woods Grain Company and Russell Grain Company. Combined capacity is 112,000 bushels.

The five-room village school has classes up to Grade 12, providing fully for educational needs of village and district students.

There are United, Anglican, Pentecostal, Roman Catholic and Lutheran churches.

A 45-member Board of Trade, Boy Scouts, Masonic Lodge are among the more active groups.

A large playground in the village provides for the recreational needs of the younger generations. There is also a keen interest in all types of sports (baseball, hockey, badminton, tennis) by older citizens, both from a participation and team support point of view.

A large theatre and the Masonic Hall provide excellent facilities for social and cultural gatherings.

Population — 500
Location — Sask.-Alta.
Border



Storey's Hardware & Garage, Empress

A tourist camp is located in the village and there is also a hotel for visitors.

The soil in the south of the farming district is chocolate loam while in the northern areas land is mainly heavy gambou. Farming land is valued at \$30 an acre.

The average yields from wheat run to 22 bushels an acre. For oats the long term average is 30 bushels an acre, for barley 40 bushels and for rye 15.

There are a number of purebred herds in the district. Herefords and Shorthorns predominate among the beef stock. The dairy herds are mainly Holstein.

Those who raise hogs, and many do, seem to prefer Yorkshires. The sheep raisers go in mainly for Lincolns.

Empress is located in one of Alberta's special districts.

Mayor — Almer T. Barber

Secretary-treasurer — R. Lewis Hanna

Board of Trade Secretary — Charles Brister

The Council and Citizens of

EMPRESS

Welcome All Visitors

VANCE ELDER

GENERAL MERCHANT

Res. Phone 51

EMPRESS, ALBERTA

Bus. Phone 7

Storey's Hardware & Garage

N. D. & N. P. Storey, Prop.

Chevrolet Cars and Trucks

Oldsmobile Cars

Imperial Gas and Oil



Phone 17

Empress, Alberta



W. R. BRODIE & SON

G. T. Brodie prop. - General Merchant

Phone 25

Empress, Alberta



Fred's Service Garage

FRED MILLER, Prop.
G.M. Cars and Trucks
Massey-Harris Ferguson
Ingersoll Gay and Co.

Phone Res. 21

Empress, Alberta



Bus. 22

Empress Directory

Auctioneer

Dave Lush

Auto Body Shops

Tarr Brothers

Auto Supplies

Dick-Pontiac
Chevrolet Oldsmobile — STOREY'S
HARDWARE & GARAGE
Ford Mercury — Miller Motors
International Trucks — Fred's Garage
Mercury-Minor — Miller Motors

Barbers

Edmond Beville
John Martin

Beauty Parlours

Fred's Beauty Parlor

Blacksmith & Welding

Tarr Brothers

Book Store

Empress Drug Store

Churches

United Church — Rev. D. H. Parr
Anglican Church — Rev. F. Schreiner
Roman Catholic — Rev. Fr. Mongeau
Lutheran Church

Dairy

D. M. McCurdy

Dentist

Dr. H. A. Dowler

Doctors

Dr. A. K. McNeill

Druggist

Empress Drug Co. — WILLIAM
STOTHERS

Dry Cleaning

Empress Dry Cleaners — H. Fong

Electrical Appliances

Sales & Service

At Store

Funeral Home

Campbell's Funeral Home — Robert
Campbell

Garages

STOREY'S
Miller Motors
Fred's Service Garage — FRED MILLER

General Merchants

W. R. Brodie & Son — G. T. BRODIE
VANCE EIDER
BRISTER'S SHOPPING CENTRE

Grain Companies

Alberta Pool — J. McDonald
Lake of the Woods — R. Haddock
Ramsell Grain Co. — G. Ramsell & Sons

Hardware Supplies

Storey's Hardware & Garage — M. D. &
R. P. STOREY
Brister's Shopping Centre

Hospital

Empress Municipal

Hotels & Motels

Calgary Hotel Co.

Implement Dealers

C.C.L. — Mike Ebelter
Coxington — Dave Miller
I.S.C. — Fred Miller
J. J. Case — Melvin Darr
Massey-Harris-Ferguson — Fred Miller
Oliver — Glen Tarr

Insurance & Real Estate

R. L. Hanna
R. J. Nichol
J. H. Anderson

Laundry

Empress Laundry — H. Fong

Lumber & Building Supplies

Empress Lumber Yard

Meat Market

Brister's Shopping Centre

Oil Companies (Bulk)

Imperial Oil
Magic Leaf Oil

Painters & Decorators

John, Vladimir
A. C. Durr

Plumbing & Heating

Clarence McCaskey

Pool Hall

Jacob J. Rauch

Postmaster

Roman P. Pawlak

Restaurants & Cafes

Domestic Cafe
Empress Coffee Shop

Schools

Kitchener School

Theatres

Empress Community Centre

Transport Companies

Alaska Transport

Wood-Coal-Gas-Etc.

Anderson Lumber Yards
E. J. Nichol & Co.
C-60
Melvin C. Tarr

TOWN OFFICIALS

Mayor — Alvin T. Barber
Secretary-Treasurer — R. Lewis Hanna
Councilors — James Campbell, Jr., Alberta
W. Shannon

Board of Trade Secretary

Charles Brister

EMPRESS DRUG COMPANY

W. STOTHERS, B.Sc., Pharm.

Agents American Jewellers Company
LeRoy Watches — Diamond Rings
Agents—Canadian Westinghouse

PHONE 11

EMPRESS, ALBERTA

BRISTER'S SHOPPING CENTRE

C. W. BRISTER, Prop.

MEATS • GROCERIES and HARDWARE

Phone 23

Empress, Alberta

For further information contact

MONARCH PUBLISHING CO.

103 LAFLECHE BLDG.
EDMONTON, ALTA.

202 GLENGARRY BLK.
SASKATOON, SASK.

Fairview

SITUATED IN northwestern Alberta's prosperous Peace River area, the Town of Fairview is well named. Built on a plateau 900 feet above the Peace River, the town commands a magnificent view of surrounding country.

To the south stretch the fertile farming areas, on the north the district rises to the heavily timbered Clear Hills.

The Town of Fairview came into being on its present site in 1928 when Northern Alberta Railways pushed steel the final 19 miles west from Whitecourt on a line which had been fingering its way northwest from Edmonton since about 1913.

Settlement of the district was begun some 18 years before the present Town of Fairview was established. The first community was established on a site four miles south of where Fairview is now located. That was back in 1910 when first settlers began moving into the district.

The hamlet built up near a water hole on the pioneer trail leading to Dunvegan, a Peace River settlement some 10 miles to the southwest.

The pioneer settlement drew its name from its function. "Waterhole" during its first four years of existence was a thriving centre in which the produce of settlers who had been first into the area could be sold at good prices to those who followed.



Friedl's Men's and Boys' Wear, Fairview

Population — 1,250
Location — 60 miles W. of Peace River
Highway — No. 2



Fairview Town Hall and Library

The name of Fairview was first applied to the name-steel of one of the district's early settlers, H. L. Propal. It was later given to the Municipal district which was organized in 1914.

In the early days, all machinery and supplies were brought in by team from Edmonton and later from the end of steel as a rail line reached north and west from the provincial capital.

Although the railway reached Peace River in 1915, it was not until 1928 that it finally pushed into the vicinity of Waterhole. Coming of the railway meant the end for Waterhole and the birth of a new town.

The railway grade reached the new townsite early in 1928. Three months after lots at the new location were offered for sale it had been transformed from a stubble field into a community with population 400. Waterhole had moved to Fairview. The new community was a thriving town of 500 by the time the first train arrived on Nov. 2, 1928.

Fairview did not attain official town status until April, 1949. First village mayor was J. L. Moffatt who was installed in March, 1929 following incorporation. First mayor of the town was Levin Peterson.

The Town of Fairview today has a population of 1,250.

FAIRVIEW-NAMPA HOTELS

NICK WIRONIUK, Prop.
TWO HOTELS TO SERVE YOU

Phone 16
Fairview, Alberta

Phone 5
Nampa, Alberta



The Canadian Co-operative Implements Ltd.

SAM SIMPSON, Agent

C.C.I.L. Products—Combines, Discs,
Harrows, Plows, Swathers, Tractors
Full Line of Parts and Supplies

Phone 227

Fairview, Alberta



COLIN MATTHEW

Courteous Service — Prompt Deliveries
GROCERIES and MEATS

The Friendly Store

STAFF—Anthony, Tom Brown, Stan Likes,
Erma Krahn, Cliff Paul

FAIRVIEW

ALBERTA



BILL'S SALES & SERVICE

W BAL SKY Prop
J I CASE FARM MACHINERY PONTIAC - BUICK
G M C TRUCKS WELDING GENERAL REPAIRS
PARTS SALES SERVICE

FAIRVIEW, ALBERTA



Bill's Sales and Service Fairview

It is an important point on the Northern Alberta Railway's Peace River division Highway No. 2 also runs through the town providing a road link with "the outside"

In addition to rail and road links, Fairview also has a flying field which is licensed for use by light and medium aircraft during daylight hours. There is daily bus service via Hines Creek to Edmonton, 330 road miles to the southeast.

The tax rate of the town is 55 mills on an assessment of \$3,087,937. The municipal debt is \$197,757.34.

Electrical power and natural gas utilities extend over the entire town and there is also sewer and water service for the major portion of the community.

Capacity of the town's six grain elevators is a combined 825,000 bushels. United Grain Growers and the Alberta Wheat Pool own two elevators each. The others belong to Alberta Pacific and National Grain.

Fairview has its own police force and fire department.

There are both public and separate schools. A school was one of the first buildings constructed when Fairview was established in 1928. The Fairview School District, set up in 1929, became a part of the Fairview School Division when it was established in 1941.

St. Thomas More Roman Catholic School Division was set up in 1948.

The Fairview School of Agriculture and Home Economics was officially opened on Nov. 8, 1951 by Premier E. C. Manning. Located on 330 acres just south of

the town, it was built at a total cost of \$1,000,000 and is one of the more modern institutions of its type in the province.

Fairview is one of the few communities of its size which can be said to have had a hospital since the first year it was established. The six-bed hospital which had been operating at Waterhole was moved to Fairview in 1928. Fairview Municipal Hospital District was established in December, 1947. During 1950 a \$194,000 addition to the hospital expanded it to a 34-bed, nine-bed-street institution.

Two medical doctors are among the trained men of all professions whose services are available in Fairview.

A very active Board of Trade, Kinsmen, Elks, Legion, Rotary and various other social and service organizations have branches in the community.

Fairview's five churches are United, Anglican, Lutheran, Roman Catholic and Gospel Hall.

For the sportsmen and summer visitors there are cabin accommodations at nearby Green Island, a noted local centre for swimming, fishing and hunting.

There is an avid following for all sports in the community, with excellent facilities for baseball, softball and hockey, the latter sport also getting a keen following from lady participants.

The Canadian Legion Hall is a centre of community culture and social activity.

The district around Fairview is the world-renowned Peace River variety of mixed-farming land. Land values vary a good deal, from \$15 an acre to \$40 an acre.

Grain yields over a long term period average 22 bushels an acre for wheat, 30 for oats, 35 for barley and 20 for rye.

Fairview is in the Municipal District of Fairview, No. 138. Municipal Secretary is E. J. Martin.

Mayor — L. Peterson

Secretary-Treasurer — F. Johnston

Board of Trade Secretary — H. Bauges



John Deere Farm Equipment Fairview

COLLETT'S GROCETERIA

Our Store is Big Enough to have what you want and Small Enough to Appreciate your Business
Pay Cash and Pay Less

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FAIRVIEW, ALBERTA

FAIRVIEW DRUG STORE

"YOUR RXALL STORE"

PHONE 27

FAIRVIEW, ALBERTA



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FAIRVIEW, ALBERTA

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EVERYTHING IN HARDWARE

BOX 278

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FAIRVIEW, ALBERTA



Collett's Groceries, Fairview



Moran Frozen Food Locker, Fairview

Oscar Johnson Farm Implements

Distribution Centre—Cockshutt Machines and Repairs
Goodyear Farm Tires



Phone 4182

Box 363

FAIRVIEW, ALBERTA

MORAN

FROZEN FOOD LOCKER

C. S. MORAN, Prop.

WHOLESALE and RETAIL MEATS

FROZEN FOODS

PHONE 59

FAIRVIEW, ALBERTA



Interior of Friedel's Men's and Boys Store



Interior Hemlock's Department Store, Fairview



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FAIRVIEW, ALBERTA



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Phone: Business 34, Residence 175

FAIRVIEW - ALBERTA



Fairview Directory

Accountant & Auditors

F. J. Malkinson Fairview Accountants

Auto Body Shops

Alma Thacker

Auto Supplies

Backus-Pattis — W. Haldy, HILL'S
SALES & SERVICE
Chevrolet-Cadillac — Cargass Motors
Dodge-Dodge — Fairview Motors
Ford-Mercury — Lowe's Garage
International Trucks — A. Kibbenius
Packard-Mercury — Lowe's Garage
Plymouth-Chrysler — Fairview Motors

Bakery

Diana's Bakery

Banks

Royal Bank of Canada — H. Daines
Canadian Bank of Commerce — L. Roy
Toronto Branch — C. McCune

Barber Shops

Dino's Barber Shop — Mr. A. Canady
Mike's Barber Shop — M. Richter

Barriers

M. C. Wilson
John C. Coughlin

Beauty Parlours

Edna's Beauty Shop — Edna Aves

Blacksmith & Welding

M. McNeill

Book Stores

Fairview Drug Store

Churches

St. Paul's United Church — Rev. W. Dumas
St. Helen's Anglican Church — Rev. G. Crowley
Lutheran Church — Rev. F. S. Hays
St. Thomas, Roman Catholic — Fr. Konekida
Gospel Hall — B. A. Wilson

Contractors, General & Building

Levine Peterson — General Contractor
Bauer's Lower — General Contractor
John Gende — General Contractor

Dairy

Red Cap Dairy — C. McLane-Post

Dentists

Dr. M. Worenski

Doctors

Dr. J. B. Letts
Dr. J. Garton
Dr. K. McDonald (Veterinary)
Dr. Gentry (Veterinary)

Druggists

Fairview Drug Store — J. KULL

Dry Cleaning

Fairview Cleaners — H. Bailey, N. Dixon

Funeral Home

Grip & Humphreys

Garages

Lowe's Garage
Carigan Motors
Fairview Motors
Texaco Service Station — M. Canady
Bills Sales & Service — W. BALDWIN

General Merchants

W. P. Leggie — Women's & Children's
Wear
Hemstock's Dept. Store & Super Market
— W. A. HEMSTOCK
Gent. Wear Mercantile
COLIN MATTHEWS
Fairview's Men's & Boys Wear — R. W. FRIEDL
U.P.A. Coop Store
Bays 50 to 51 Store
Mrs. Hemstock's Fashion Store
Sue's Ladies Wear
Thompson's Hardware
Lloyd's Hardware
Collett's Groceries — CHAS. COLLETT
Fairview Tinshop
Soroka's Photo Shop
Moran's Frozen Food Lockers

Grain Companies

Alberta Pool Elevator No. 1 — Ted
Edlund
Alberta Pool Elevator No. 2 — Art Baker
Alberta Pacific Grain Co. — Jim Davidson
National Grain Company — A. Landry
United Grain Company — A. Sengler
United Grain Company — Nels Dekart

Hardware Supplies

LLOYD'S HARDWARE
Thompson's Hardware
Hemstock's Dept. Store & Super Market
— W. A. HEMSTOCK
U.P.A. Coop

Hospital

Fairview Municipal Hospital

Hotels & Motels

Grand Hotel — N. Makarewicz
Fairview Hotel — N. WORDENSTON

Implement Dealers

C.C.L. — SAM SIMPSON
Columbia — OSCAR JOHNSON FARM
IMPLEMENTS
I.R.C. — A. Kibbenius
J. I. Case — Bill's Sales & Service, W.
BALDWIN
John Deere — E. BREITHURTE
Massey Harris-Ferguson — ARCHIE
ROBERTSON
Minnesota-Moline — Moline Country

Insurance & Real Estate

Fairview Agencies — F. J. Malkinson
A. M. Archibald
E. J. Martin

Jeweller

P. H. Stafford
Hugh Gibson

Laundry

Mrs. J. Foster
Mrs. J. Grove

Library

Fairview Library — Mrs. McBride

Locker Service

Moran Frozen Food Locker — CAREL MORAN

Lumber & Building Supplies

Foster Lumber Co. Ltd. — N. Rad
Leahy
H. R. & M. Lumber Co. Ltd. — H. Nicholson

Meat Markets

Matthew's Meat Market — F. Anthony
Moran Frozen Food Locker — C. MORAN

Newspaper

The Post — Don. Boyce

Oil Companies (Bulk)

Imperial Oil — Chas. Francis
B.A. Oil Co. — M. Welling
Maple Leaf Petroleum — Madden & Goodman

Painters & Decorators

M. Handcock

Photographers

Zigzag Books

Plumbing & Heating

Fairview Plumbing & Heating — Art Cole
Boroy Plumbing & Heating — A. J. Burns

Pool Hall

Dino McCaskey's Pool Hall

Postmaster

W. J. Campbell

Restaurants & Cafes

Brick's Cafe
Grande Cafe
Fairview Hotel Cafe

Schools

Primary — McAulry School
Secondary — Oliver School E. Armstrong
High — Fairview High School, N. J. Roe
Separate — In. Thon More R.C.S.S.D.

Shoe Repairs & Sales

Rock's Shoe Repair

Tailor

Joseph Gantz

Taxi

Dino's Taxi Service

Theatres

Gene Theatre — S. Leyrie
Roxie Theatre — S. Kerr

Wood-Coal-Gas-Etc.

Gas — Northern Utilities

TOWN OFFICIALS

Mayor — I. Peterson
Secretary-Treasurer — P. Johnston
Commissioner — A. Robertson, T. B. Letts,
M. McNeill, N. Makarewicz, J. Hull,
M. Worenski

Board of Trade Secretary

M. Burns

HEMSTOCK'S

DEPARTMENT STORE and SUPER MARKET

"We always try to give you good value for your money"

PHONE 7

FAIRVIEW, ALBERTA



Ferintosh

Population — 250
Location — 25 miles So. of
Camrose
Highway — No. 21

THE central Alberta Village of Ferintosh, population 250, is a pleasant community located in good mixed country along the Canadian National Railway's main Edmonton to Calgary line.

With Provincial Highway No. 21 also running through the village, it is ideally situated as far as transport on facilities are concerned. There is daily bus service along a Sunburst Bus route.

Ferintosh's 31 places of business cater to the needs of a district population in excess of 600.

There are three grain elevators, two owned by United Grain Growers and one by the Alberta Wheat Pool. Combined capacity is 137,000 bushels.

The Ferintosh school provides educational facilities adequate to serve both village and district students. There are three churches: Zion Lutheran, Nazarene and Church of God.

A Board of Trade, Women's Auxiliary and Women's Institute, 4-H Girls' Club, along with women's groups from the various churches are among the more active clubs and organizations in the community.

Electrical power for the community and surrounding district is supplied by the Calgary Power Company.

Purebred Herefords are raised in the rich mixed farming district, notable on the farm of O. Graff.

Mayor — W. A. Kuhake.

Secretary-treasurer — Mrs. Doris L. Dahl.

Board of Trade Secretary — M. Musselman.



FERINTOSH MOTORS

R. A. EDINGA, Prop.

B. A. Gas and Oil, Repairs to all Makes of Cars, Trucks and Tractors

Phone Buz. 367 Phone Res. 355
FERINTOSH, ALBERTA

THE BOARD OF TRADE and AGRICULTURE SOCIETY

Offers Congratulations to the Old Times of the Village and District of
FERINTOSH, ALBERTA

The Council and Citizens of

FERINTOSH

Welcome All Visitors

Ferintosh Directory

Banks

Imperial Bank

Barbers

A. R. Kuffler

Blacksmith & Welding

Paul Wilson

Churches

Zion Lutheran — Rev. Schwapp
Nazarene — Rev. Norman Falk
Church of God

Electrical Appliances Sales & Service

Aske Norman
George Salfman

Garages

Red Head Service — Graff & Bertrand
Ferintosh Motors — R. A. EDINGA
Ferintosh Sales & Service — George Salfman
Campbell & Campbell

General Merchants

Red & White Store — Frank Jackson
Doo & Dick Store — Mah Doo
Harber's General Store — H. Harber

Grain Companies

United Grain Growers Nos. 1 and 2 —
P. A. Dahl

Alberta Wheat Pool — J. P. Samsher

Hardware Supplies

Crown Lumber — M. Udholm
Kuhake's Hardware — W. A. Kuhake
Norman's Furniture — Aske Norman

Hotels & Motels

Ferintosh Hotel — C. Hingler

Insurance & Real Estate

H. Smith
P. A. Dahl
M. Udholm

Lumber & Building Supplies

Crown Lumber — M. Udholm

Meat Markets

Red & White Store — F. Jackson

Oil Companies

Red Head Service — Graff & Bertrand
Maple Leaf — G. Salfman

Pool Hall

Ferintosh Pool Hall — A. R. Kuffler

Postmaster

H. Smith

Poultry & Feeds

Murray, Maker Feeds — P. A. Dahl
Star Grain Feeds — W. Kuhake
Queker 'Put-O-Pop' — F. Jackson

Restaurants & Cafes

Ed's Cafe — E. Chase
Ferintosh Hotel Coffee Shop — C. Hingler

Schools

Ferintosh School — R. O. Cragin, principal
D. Dinkel, vice-principal

Transport Companies

Grant Salfman
Martin Williams

Wood-Coal-Gas-etc.

United Grain Growers — P. Dahl (res.)

TOWN OFFICIALS

Mayor — W. A. Kuhake
Secretary-treasurer — Mrs. Doris L. Dahl
Councilors — E. Erickson, G. Salfman

Board of Trade Secretary

M. Musselman

Fort Macleod

WITH a population of approximately 2,000 Fort Macleod is the centre of an important mixed farming and ranching district and familiarly known as "the crossroads of Southern Alberta".

Established in 1874 by Co James F Macleod of the North West Mounted Police the town was named in his honor. Up to a few years ago, however, Fort Macleod was known simply as Macleod, but citizens, wishing to revert to the old name of "Fort" Macleod made arrangements with the post office to change the name.

The town is a divisional point for Western Canada Greyhound Bus Lines and for the Canadian Pacific Railway and is Southern Alberta headquarters for the department of public works and for the Prairie Farm Rehabilitation Association.

Situated as it is, Fort Macleod is a natural tourist centre being at the junction of Alberta Highways 2 and 3.

A tourist information bureau is maintained here by the Alberta Government and the town offers many recreational facilities such as a modern swimming pool, tennis courts, golf course, lawn bowling greens and picnic grounds.

Population — 2,000.
Location — 104 miles south of Calgary.
Highway — No. 2 & No. 3.

The town is one of the larger and more modern in the province and lies on the southern bank of the Old Man River and the snow capped peaks of the Rockies can be seen to the west.

The town is served with all utilities and has been well planned with numbered streets and avenues.

There is a definite housing shortage but this is gradually being overcome and there is good accommodation for the traveler in the two hotels and some half dozen tourist camps.

From the beginning of Macleod's early history up to the present, the district has shown remarkable industrial progress due to its industrious citizens and determined efforts of the pioneers.

Power for the town is supplied by Calgary Power Ltd. under a 10-year contract while water is obtained from the Old Man River and gas service is from Canadian Western Natural Gas Company.

Fort Macleod has a fully modern hospital, part of which is used as a home for the aged. There are eight churches, five lodges, four service clubs and seven societies and associations active in the town.

The visitor will find buildings of the original North West Mounted Police barracks of historic interest.

Fort Macleod Directory

Auto Body Shop

Macleod Auto Body Works — C. Yanco

Bank

Canadian Bank of Commerce

Bill's Barber Shop — J. Fleming
Harry's Barber Shop — H. Winchcombe
Ron's Barber Shop — R. Tills

Bartender

C. R. Davis

Beauty Parlor

Helen's Fine Beauty Shop — Mrs. D. Hestley

Blacksmith & Welding

Macleod Welding Shop — Anderson & Armstrong

Ted's Welding Shop — T. Seibert

Bowling Alley

Macleod Bowlinggreens — G. A. Buhse

Dairy

Crestal Dairy — E. Pederson

Dentist

Dr. H. L. Falcover

Doctors

Gordon & Maclean

Nazoo Kennedy

Druggists

Modern Pharmacy — P. Hoderst

Price's Small Store — C. L. Price

Dry Cleaning

Thad's Mac's Wear — F. and T. Thell

Electrical Appliances Sales & Service

Wendy's Elec. — C. Wendy

Fort Macleod Farm Electric — H. J. Veiss

R. A. Stern — R. Craig

Bookline & Day Kierlin

Funeral Home

Walsh's Funeral Home — W. Walsh

Garages

Alta Public Work Garage — G. G. Stockton

S. A. Service Station — J. Yongood

Cooper Service Station — G. Cooper

G. E. Stewart

Lumber Service Station — F. Bolter

Auto Service Station — G. Fisher

Macleod Motors — Stewart Bros.

National Service Station

Scout's Garage — G. Boutwell

Speedway Service Station — F. Widner

Terminal Garage — F. Bagbow

General Merchants

John's Order Office
John's Groceries — A. Thomas
Kingson-Sears Order Office
Smart Wear Shop — M. C. Spirding
Thad's Men's Wear — F. and T. Thell
Whitcomb Grocery — W. A. Day

Grain Companies

Alberta Wheat Pool — Geo. Stewart
Alberta Pacific Grain Co. — J. J. Hargreaves
Alberta Pacific Grain Co. — W. J. Martin
Midland Pacific Grain Co. — K. Taylor
United Grain Growers — K. Wright

Greenhouses

Dixon Bros Greenhouses

Morris Greenhouses

Hardware Supplies

Andrew's Hardware — A. McLean

Macleod Hardware — J. Stand

Hospital

Macleod Municipal Hospital

Hotels & Motels

American Hotel — A. G. Swinton

Avon Lodge — F. Brown

Four U Motel — Macleod

Kay Motel — R. D. Townsend

Queen's Hotel — A. G. Swinton

Rainbow Motel

Implement Dealers

Mackay Farm Equipment — Thomas Story

Insurance & Real Estate

Clark Agents

Jewellers

Arner Jewelry Store — R. L. Arner

Nadson's Jewellery — A. A. Nadson

Laundry

O.K. Laundry

Lumber & Building Supplies

Reynolds Lumber Yard — J. Gault

Beaver Alta Lumber Co. Ltd. — F. O'Brien

Peddie Lumber & Bldg. Supplies — D. J. Schmitt

Machine Shop

Kennedy Machine Shop — G. Kennedy

Meat Markets

Dixon Meat Market — I. Dixon

Macleod Meat Market — H. Benson

Newspaper

Macleod Gazette

Oil Companies (Bulk)

B.A. Oil Co. — J. G. Soper

Imperial Oil Ltd. — C. Giesli

McColl Petroleum Oil Co. — G. H. Campbell

North Star Oil Co. — F. Bagbow

Optician

L. R. Northey

Plumbing & Heating

Edgar Plumbing — J. C. Edgar & Sons

Edgar Plumbing — D. Storer

Pool Hall

Macleod Pool Room & Chisla Shop

Restaurants & Cafes

Java Shop — H. C. Craig

Liberty Cafe

Palace Cafe

Palmier Banquet Hall — P. B. Kreitzer

Rox Cafe

Silver Grill

Whitworth Confectionery — W. Whitworth

Shoe Repairs & Sales

Macleod Shoe Repair

Macleod Shoe Clinic

Storage

Swansea's Storage

Weaver Storage — A. Weaver

Theatre

Empire Theatre — D. A. Boyle

Tourist Camps

Levee Camp — L. R. Caulfield

Peddie Auto Court — P. J. Schwartz

Travel Agency

Craig Travel Agency — H. C. Craig

Transport Companies

Charlton Transport

Macleod Delivery — C. Burns

Volcanizing

Lance Volcanizing Shop — Ted Laine

Wholesale House

Manish-Wells Warehouse

Wood-Coal-Gas-Edo

Canadian Western Natural Gas

Ferrin Coal & Fuel Mfg. — L. W. Ferrin

O. Hayes — Shadle Gas

Miscellaneous

Robey Apts. & Shop

Calgary Power Ltd.

National Printing Co.

Roach & Co. Ltd.

Fort Saskatchewan

Population — 2,800

Location — 19 miles east of Edmonton

Highway — No. 15 & 55

NINETEEN miles east of Edmonton on the south bank of the North Saskatchewan River, the Town of Fort Saskatchewan, one of Alberta's earliest white settlements, stands near the site of what was once the third earliest trading post to be established between the Rocky Mountains and the Fourth Meridian.

Site for old Fort Augustus was the north bank of the river, about half-a-mile east of the present town. It was built by the North West Company in 1784. The Hudson's Bay Company's Fort Edmonton was constructed close by in 1785.

Although bitter rivals for trade, employees of the two companies banded together for defence against hostile Plains Indians, at times to no avail. Both forts were destroyed by marauding bands of Blackfoot Indians in 1807.

The present Fort Saskatchewan townsite got on the rudimentary maps of the day in the year 1874 when North West Mounted Police established a post where the provincial jail now stands. An Inspector Jarvis was in charge of the new post. It was named Fort Saskatchewan, in all probability after the river.

Earliest settlers centred their community activities around the fort and it was not long until it became the main trading centre of the new district.

In the summer of 1905, the Canadian Northern Railway, being pushed west from Winnipeg to Edmonton, reached Fort Saskatchewan. Passenger and freight service over the new line was begun in the fall of the same year, bringing with it a large influx of new settlers who homesteaded mainly along the south bank of the North Saskatchewan River.

The most important institution in present day Fort Saskatchewan is the provincial jail, which is a model for institutions of its kind in Canada and for that matter even in North America. Standing on the site of the original R.C.M.P. fort, it was taken over by the province in 1911. Up until that time the fort had been in the

charge of the Mounties and the force had maintained a guard room which took care of all prisoners.

Fort Saskatchewan Jail's present warden, J. S. McLean, began working at the institution as a guard in February of 1915, a few months prior to the opening of the new cell block. He worked in all departments before assuming the position of warden in 1934.

Present population of the Town of Fort Saskatchewan is just over 2,800. It marked its Golden Jubilee of town status in 1954. The old Canadian Northern Railway mentioned earlier has since been taken over by the Canadian National Railways and the line through Fort Saskatchewan has become part of the CNR's main trans-continental route.

Two provincial highways, No. 15 and No. 55 also pass through the town. There is daily bus service on a trans-continental Greyhound run.

The tax rate is 42 mills on an assessment of \$1,800,000. The town debt is \$382,000.

The town today is fully modern with sewer and water service available in all sections. There are full time police and volunteer fire departments. Northwestern Utilities Limited supplies the town with natural gas.

While farming has remained over the years the chief industry there have been some encouraging developments in other directions over the past few years. For example four miles southeast of the town of Fort Saskatchewan six producing gas wells have been brought in since 1951.

And this development has led to another. In the spring of 1952 Sherritt Gordon Mines Limited began construction on a \$17,000,000 refinery which is located on an 880 acre site just east of the town. It is from the wells mentioned above that the refinery will obtain its gas.

Mayor — D. A. Mackie

Secretary-Treasurer — James A. Clark

Chamber of Commerce Secretary — C. E. Young

Fort Saskatchewan Directory

Auto Body Shops

Onkash Motors — J. Jort
Westover Sales & Service — J. Westover

Bakery

Rally Ann — J. Jensen

Banks

Canadian Bank of Commerce
Royal Bank of Canada

Barbers

Stan Yoo Wm. Stokowski

Barriers

Robert Day (Nat. only)

Beauty Parlours

Vi-Dell Beauty Shop — D. Matheson, V

Beer

Joe's Beauty Shop — E. Patton

Blacksmith & Welding

Chiropractor

Chiropractor

Churches

United Church — Rev. Bishop
Anglican Church — Rev. Jarvis
Baptist, Catholic — Rev. Burdon

Church of Nazarene — Rev. Baptiste

Contractors, General & Building

H. Pollard
H. Chandler
B. G. Koch

Doctors

Dr. W. Johnstone Dr. Wm. Burk
Dr. A. Scarth Dr. McGregor

Druggists

Perry Pharmacy Dr. Perry
Davson's Retail Drug Store — J. Davson

Dry Cleaning

Port Cleaners — R. Bogie

Electrical Appliances

Sales & Service

Fort Electric — Geo. Pihell
H. Davison
Lee Implement Lee Lymburg

Garages

Green "T" Service
Fred's Service
B.A. Service
Orsman Motors
Westover Sales & Service

General Merchandise

L. D. Jones
Red & White Store
Catherine's Groceries
Red & Green
Fort Fashion
Harry Shoe Shop
Fort Hardware
Thomas's Hardware
Completes 5c to 25 Store

Grain Companies

Alberta Wheat Pool — C. Brubaker
Alberta Pacific Grain — H. K. Jenner
United Grain Growers — Carl Kroger

Hardware Supplies

Thomas's Hardware — S. E. Thomas
Fort Hardware — W. Skovran

Hotels & Motels

Beaufort Hotel

Fort Hotel Co.

Implement Dealers

Carleton "Green" "T" Service
J.R.C. J. Fraser
John Dore — Lee Lymburg
Money-Harris-Ferguson — A. Budge & Sons

Insurance & Real Estate

Wiley Miller

Jeweller

Baby's Jewelry — R. Opatowich

Library

Fort Saskatchewan Library

Lumber Service

Fort Foam Roads — J. Lopez

Lumber & Building Supplies

Bauer (Alberta) Lumber — M. Becker

Meat Markets

Red & White
Fort Foam Roads
Red's Groceries

Newspaper

Fort Record — R. Knowles

Oil Companies, bulk

Imperial
S.A. Oil

Plumbing & Heating

Port Hardware W. Lamoureux
Strong's Plumbing L. Strong
Ed. Bennett Plumbing — E. Bennett

Pool Hall

Lux Billiards — M. Prossowski

Postmaster

Walter Tomaszewski

Restaurants & Cafes

Fort Hotel
Lyle's Lunch — Lyle Caracodine
Benny's Coffee Shop — J. Smith

Schools

Fort Saskatchewan High School — W. Elliott principal
Fort Saskatchewan Elementary School — Gordon Erick principal

Shoe Repairs & Sales

Harry's Shoe Shop H. Stenhouse

Text

Benny's Tail

Theatres

Lux Theatre

Transport Companies

Chalcabon
Smiths

Wood, Coal, Gas, Etc.

Northern Utilities — G. Skerpen

TOWN OFFICIALS

Mayor — D. A. Mackie
Secretary-Treasurer — J. A. Clark
Controller — E. B. Stepan, C. Skovran,
J. Fraser, T. Lee, R. Patterson, J. Jolt

Secretary of Commerce

C. E. Young

Frank

Population — 239.
Location — Crownst Pass.
Highway — No. 3.

THE village of Frank, lying at the base of Turtle Mountain in the beautiful Crownst Pass country of southern Alberta, today is a prosperous, peaceful urban centre. Just over 50 years ago this same centre was the scene of one of the west's worst disasters. At dawn, April 29, 1903, a mass of rock nearly a half-mile square and 400 to 500 feet thick broke loose from the east face of Turtle Mountain and plunged into the valley. An area more than a mile square in the valley was covered with rock and mud up to a depth of 150 feet and 70 people were killed. The town of Frank itself for the most part escaped the slide. The 50th anniversary of this catastrophe was marked on April 29, 1953, when close to 400 persons attended a memorial service at which a historic plaque was dedicated.

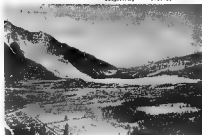


Workers rebuilding the railroad tracks after the slide.

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The Frank Slide as it is today.

Though its inhabitants will never forget this disaster, the village today is in no way haunted by the memory. Frank today is best known as an urban centre in a beautiful resort and playgrounds district well supplied with tourist camps and other conveniences below the most easterly range of the Rocky Mountains. The village is serviced by the Canadian Pacific Railway and No. 3 highway over which Greyhound buses travel. There is little agricultural production here, comparatively speaking, except for the Royal Acres Dairy Farm where a large Jersey herd is kept.

The village assessment in 1955 was \$182,884 and the municipal tax rate 21 mills. East Kootenay Power Company supplies electricity and water services are privately owned. The RCMP handles policing duties and a volunteer brigade is responsible for fire fighting.

Business places include an auto body works, general store, a hotel and motel, insurance and real estate agency, restaurants, and tourist camps.

Mayor — F. P. Vejprava

Secretary-Treasurer — Mrs. L. M. Ketcher

Frank Directory

Auto Body Shop

The Pass Superior Auto Body Works —
O. J. HILTZ

Beauty Parlours

Frank Beauty Salon — Miss A. Foss

Dairy

Royal Acres Dairy Farm — Mrs. B. Rasmussen

Garages

The Pass Superior Auto Body Works —
O. J. HILTZ

General Merchants

Frank General Store — Mr. F. G. Fryer

Hotels & Motels

Frank Hotel — J. Rybak
Playground Motel — J. Kerr

Insurance & Real Estate

Borison Insurance Co. — Mr. L. Macgrath

Painters & Decorators

H. Storey

Postmaster

Mr. F. G. Fryer

Restaurants & Cafes

Side Inn, Frank Hotel
Turtle Mountain Inn

Schools

Frank School District No. 629 — Mrs. E. McIntyre

Tourist Camps

At Turtle Mountain Playgrounds
H. Storey

TOWN OFFICERS

Mayor — F. P. Vejprava
Secretary-Treasurer — Mrs. L. M. Ketcher
Councilors — C. Chisak, J. Pech (Sr.)

Gleichen

Population - 450
Location - 8 W. of Calgary
Highway - No. 1.

SOUTHWEST of Calgary, ideally situated on the Canadian Pacific mainline and only 1 1/2 miles from the Trans-Canada Highway is the village of Gleichen, populated by 450 persons and the trading centre for a district population of about 1,000. The surrounding area depends most of all on grain crops for income, the medium loam land has an average valuation of \$40 to \$80 per acre. Wheat on the average yields 35 bushels to the acre, oats 40 bushels, barley and rye, 30 bushels.

The village itself, besides excellent train and highway service also has four buses calling each week day, two travelling in each direction. The municipality has electrical power, sewer and water services for its inhabitants and other modern features including a \$80,000 school, completed in 1933.

Taxable properties in Gleichen are valued at \$450,000, the tax rate in 1935 was 83 mills and the municipality had a debt of \$47,000. The village boasts several auto supply and implement outlets, a bank branch, three contracting firms, an electric appliance firm, five general stores, three elevators with a combined capacity of 170,000 bushels, bulk oil depots, a hotel and two cafes, a theatre, tax company, accountant's office, a newspaper, The Call, and several other business enterprises.

There are three churches, Anglican, Roman Catholic and United, a local library, a district post office which serves some outside points by van, and a volunteer fire-fighting force numbering 30 men.

Prominent organizations contributing to social life in Gleichen are the Chamber of Commerce the Canadian Legion branch, which operates a canteen, and the local Masonic lodge.

Junior baseball in the summer, curling, skating and hockey games in the winter are the chief athletic interests.

Gleichen is in the Rural Municipality of Wheatland No. 4. The rural municipality secretary is W. E. Thomson, Strathmore, and the reeve is J. Harwood also residing in Strathmore.

Mayor - Harry T. Colpoys
Secretary-Treasurer - A. Horn
Chamber of Commerce Secretary - H. Holtan



FIDDES & BUHR

Auto Tires, Batteries and Accessories
Cool - Canteen
Agents Imperial Oil and
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Phone 37-48, Gleichen, Alta.



Gleichen Implements

H. T. and G. H. COLPOYS, Props.
International Harvester Dealer
Sturdy Cuts and Propans - H. H. H. Cars
Phone 15 Gleichen, Alberta

W. M. PETTIT

Master-Horn Implement
Elephant Brand Fertilizers
Propane and Oil Appliances

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Gleichen Directory

Accountant

L. F. Hedberg

Auto Supplies

Chevrolet-Cadillac - J. Kofsky.

Gleichen Motors

Dodge-DeSoto - Central Motors, R.

Master

International Trucks - Gleichen Imple-

ments - H. T. & G. H. COLPOYS

Plow-Chevrolet - W. A. Schmidt,

Gleichen Sales & Service

Ford-Merch - FIDDES & BUHR

Banks

Canadian Bank of Commerce - R. Hartley

Barbers

L. Marand

Blacksmith & Welding

J. Kank

Churches

Anglican - Rev. P. Penzance

United - W. Morrison

Roman Catholic - Father Violin

Contractors, General & Building

C. P. Evans

T. Kruse

Zarl Moore

Dentist

C. R. Molsteyn

Electrical Appliances

Sales & Service

Bill's Electric - W. Ish

Federal Home

Geo. Evans

Garages

Central Motors

Gleichen Motors

Gleichen Sales & Service

FIDDES & BUHR

General Merchants

Hard's General Store

Shop-Rite Store - S. Labin

R. W. Brown General Store

Gleichen Hardware - H. H. H.

A. W. Gilbert

Grain Companies

Alta. Wheat Pool - W. Hays

United Grain Growers - E. R. Proggall

Pioneer Grain - R. C. Clifford

Hardware Supplies

Gleichen Hardware - H. H. H.

Hotels & Motels

Queen's Hotel - Brown Bros.

Implement Dealers

J. M. C. - Gleichen Implements, H. T. &

G. H. COLPOYS

J. I. Case - FIDDES & BUHR

Henry-Harris-Ferguson

Minneapolis-Moline

Insurance & Real Estate

A. F. MacCallum

Library

Gleichen Town Library

Locker Service

Strathmore Lockers

Lumber & Building Supplies

Crown Lumber Co. Ltd. - C. H. H.

Meat Markets

Pioneer Meat Market - R. S. Haykney

Newspaper

Gleichen Call - Geo. Evans

Oil Companies (Bulk)

Imperial - Rose Fiddes

S.A. Central Motors, R. C. Clifford

Painters & Decorators

C. R. Hays

Plumbing & Heating

F. Michael

Pool Hall

H. Hays

Postmaster

C. R. Hays

Restaurants & Cafes

Queen's Hotel - Ed Schaal

Gleichen Cafe - Roy Lee

Jackson's Cafe - J. Fontaine

Schools

Gleichen Public School - G. Smith

Taxi

Ed's Taxi - Ed Hays

Theatres

Gleichen Picture Hall - A. Richards

Wood-Cool-Gale, etc.

Gleichen Implements

Propane gas

TOWN OFFICIALS

Mayor - Harry T. Colpoys

Secretary-Treasurer - A. Horn

Councillors - R. Hays, P. Michael

U. A. Jones, E. Hays, R. Fiddes

Board of Trade Secretary

H. Hays

Grande Prairie

Population — 5,000.
Location — Peace River
District
Highway — No. 2.

THE Peace River country of northwestern Alberta is not many decades away from being considered a strictly pioneer area as far as residents of southern and central portions of the province are concerned. Even today, reference to the Peace River area and towns like Hines Creek, Dunvegan, Beaverlodge and Grande Prairie are often enough to conjure up visions of a rugged frontier district where hardy settlers continue to battle the elements.

Agriculturally and industrially the area is a comparative frontier. Frontier enough, at least, to be able to offer opportunity for development and expansion. But a frontier different from those where hardship and deprivation often went hand in hand with success. A frontier where all the advantages of the modern age are available to assist in development.

Contrary to the beliefs of many persons, the Peace River country was not suddenly stumbled onto in the second decade of the twentieth century. The fact is that it has a history which outdates the vast majority of towns and even cities in more southerly regions of the province.

As early as 1792, the Peace River country was being spoken of by the few white men who had visited the area as the part of what was to become the Province of Alberta which would be the key to development of trade and commerce in the new world.

It was in the year 1792 that Sir Alexander MacKenzie laid the foundations for the North West Company's



Provincial Treasury Building, Grande Prairie

Peace River empire. An empire which was to maintain the fur trading industry in Canada long after other sections had been stripped of their fur wealth.

The southern sections of the Peace River particularly flow through lush park land and open prairie. "Le Grande Prairie" the district was named by the fur trading and trapping frontiersmen. Fertile and verdant, a natural feeding ground for the buffalo and other fur bearing animals they sought.

Le Grande Prairie it remains today, and in its centre the Town of Grande Prairie, population well over the 5,000 mark. The distributing, shopping, educational, judicial, government, cultural, and sports centre of an area which extends in a 50 mile radius.

With no new frontiers in the south, the hardy pioneer elements who are the nation builders of the world suddenly discovered the Peace River country.

But come they did from about 1910 to 1918, the first big push of pioneer homesteaders into a district begging for the feet of the plow. A railway had been promised, but before it was built hundreds made the trek with team and oxen over the almost impassable summer trails and the better, freezing winter trails.

By 1918 steel had been pushed into the growing settlement of Grande Prairie from Edmonton on a route through Spirit River. Less than 10 years later a Grande Prairie district farmer, Herman Treele of Wembley, was producing world championship wheat.



Leslie's Hotel and Dairy Bar, Grande Prairie

LESLIE'S AUTO COURT & DAIRY BAR

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Grande Prairie, Alberta



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Grande Prairie, Alberta



Airport Motel, Grande Prairie

The \$5,000,000 Grande Prairie airport is one of the more important stations on the famed North West Staging route to the Arctic and through to the Orient. From it radiate airlines providing links to, from and between such comparatively local centres as Edmonton, Yellowknife, Vancouver and Juneau, Alaska.

The population of Grande Prairie today is well over the 5,000 mark. The late post war years particularly brought rapid expansion to the town. In a single year, for example, between 1948 and 1949, well over \$1,250,000 was spent on new buildings both commercial and residential. The growth in other years has been apace.

The power supply for the town comes from Canadian Utilities modern oil burning steam generating plant, which also supplies electricity to the district around the town.

There is a water and sewage system which extends to all built up parts of the community. The water supply is guaranteed by a dam and reservoir which covers 100 acres to a depth of over 10 feet.

Filtration and disposal plants, well lighted streets, paving and cement sidewalks on the main business street and adequate police and fire protection have

all long been a part of every day living in this town which only a few decades ago was looked upon as an outpost settlement.

The Northern Alberta Railway has a direct line from Grande Prairie to connect Edmonton and Dawson Creek as well as branch lines snaking out to all important centres in the Peace River country.

Grande Prairie is also important on the highway route which spans the North American continent from the Gulf of Mexico to the Arctic Circle with the last leg of the journey over the famed Alaska highway. A gravel road which runs through Grande Prairie from Edmonton connects the Alaska Highway to the vast highway networks of two nations.

The new Hart Highway linking Dawson Creek with Vancouver gives Grande Prairie a direct highway route west to the Pacific Coast.

There is daily bus service out of Grande Prairie on schedules which operate over all these highways.

There are two primary and two high schools as well as a newer composite high school built a few years ago at a cost of \$250,000. For out-of-town students there are two comfortable residences near the schools.



Post Office, Grande Prairie



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GRANDE PRAIRIE, ALBERTA



Faith Lutheran Church, Grande Prairie

The 80-bed Grande Prairie Municipal Hospital, is a modern, well equipped institution which serves town and district residents.

For recreation Grande Prairie has its new \$80,000 Memorial Arena, as well as a closed in curling rink and a swimming pool, each of them a result of community effort.

There is also a golf course, sports and stampede ground, recreation centre, reserve army auditorium and drill hall, Scout hall and Legion Hall.

There are 18 churches in the town, each of them with a hall for use by the congregations in their many activities.

The country around Grande Prairie has long been recognized as a sportsman's paradise. Although today's wildlife population is admittedly a far cry from what it was in the days when the trappers and traders ranged free it is still sufficient to make Grande Prairie the hunting headquarters of the north. Black and grizzly bears, moose, elk, deer, mountain sheep and goat lure the big game hunters. Ducks and geese are also plentiful.

Fish abound in the many lakes and streams within easy, and comfortable driving distance of the town.

Industrial expansion in the district around the town has been steady. A good number of sawmills operate within a close radius of the town. It is estimated that upwards of 35,000,000 board feet of lumber are shipped out of Grande Prairie annually. In addition there are camps in which the chief products are railway ties and pulp.

A brick yard just outside the town limits has a steady market to supply building in the local area. There is a concrete works which manufactures ties for culverts and an iron works specializing in large brush cutters and pliers.



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Grande Prairie, Alta.

Thirty miles west of Grande Prairie is the famous Beaverlodge Experimental Station situated on a plateau overlooking some of the most beautiful farming country in the north. The agricultural statistics compiled at the station have amazed experts the world over.

Crop yields over the general district vary with rainfall, but there has never been an outstanding crop failure. Feed is never entirely lacking.

The principle forage crops are alfalfa, sweet clover, and brome. They are grown extensively for both hay and pasture and as seed crops. Seed crops are also taken from creeping red fescue and Altaswede red clover. Seed production from cereal and forage crops is a major source of revenue to district farmers.

Experiments which are continuing at the Beaverlodge Station indicate that some tree fruits may become as important a part of the local agricultural industry as the small fruits raised in a number of farm gardens.

There is a growing cattle population in the district and livestock shipments have increased over the years.

A thriving dairy industry has also grown up with a number of farmers keeping fine, purebred herds to supply the demand of the Northern Alberta Dairy Pool, creamery in Grande Prairie.

Oil and natural gas exploration in the district has been extensive over the past few years. The largest natural gas field in Western Canada is just off the Monkman Trail about 80 miles southwest of Grande Prairie.

Mayor —

Secretary-Treasurer —

Board of Trade Secretary —



Joe's Center Coffee Shop, Grande Prairie

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GRANDE PRAIRIE, ALBERTA



Grande Prairie Memorial Hospital



Wreck Lodge, Grande Prairie

Grande Prairie Directory

Airlines

Canadian Pacific Airlines

Auto Court

LESLIE'S Auto Court

Auto Electric

Few Bros.
W. F. Wood

Bakeries

McGavin Ltd.

Banks

Bank of Montreal
Imperial Bank of Canada
Principals' Trustee Bank
The Bank of Nova Scotia
Royal Bank of Canada

Barber Shops

Fresh's
Phil Lindway
Ireland's

Beauty Shops

Mary's Beauty Parlor
Shallmar Beauty Salon

Bottling Works

Northern Bottling Ltd.
Papa Cola of Canada

Building Contractors

Duth and Aiken
Fountain and Giesler
W. R. Rempel
W. J. Scott
Brady Bros.
C.T.M. Turner & Son

Builder's Supplies

Frontier Lumber Company Ltd.
Johnson Builder's Supply

Cafes

Joe's Corner Coffee Shop — JOE MARK
Donald Cafe
Palace Cafe
Royal Cafe

Chartered Accountants

Aldridge Walls & Co.
J. Francis Ross
Nash & Nash

Children's Ready-To Wear

Jack & Jill

Creameries

Northern Alberta Dairy Pool

Department & Grocery Stores

H. W. Archibald
Bird's Store
P. V. Croken
Grande Prairie & District Coop Assn.
Ltd.
Grande Prairie Dept. Store
Hudson's Bay Company
Murphy's Grocery

Dentists

Dr. C. M. Compton
Dr. D. G. MacGregor
Dr. D. O. Carroll

Drug Stores

Buchan's Drug Store
JAMES Drug Store
Ross Drug Store

Dry Cleaning

Grande Prairie Cleaners
New Method Cleaners

Electrical Appliances

Canadian Utilities Ltd.
Blair Electric & Construction Co.
J. A. Whitlock & Sons
H. W. Wendle

Farm Machinery

Agar & Agar
Grande Prairie Garage Co. Ltd.
Kerr & Thompson
J. C. Livingston
H. J. Morrison
R. M. Jordan
Roderick's Sales & Service Ltd.
Sargent Sales & Service
Union Tractor and Equipment Co. Ltd.

Florist

Grande Prairie Flower Shop

Garages

Byron Motors
Grande Prairie Garage Co. Ltd.
Imperial Motors Ltd. — J. F. DOBSON
J. M. Crookery Garage Co. Ltd.
Roderick's Sales & Service Ltd.
Sargent Sales & Service
The Brake Shop
Thompson Motors Ltd. G. M. WILSON
E. J. GRAMMOND
Windsor Motors Ltd. — R. R. MILLAR
C. L. LONGMATE
Leslie's Auto Court

Glass

Grande Prairie Glass Works

Hardware

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GRANDE PRAIRIE, ALBERTA

Grande Prairie Directory (cont.)

Hatcheries

Carleton Hatcheries

Hotels & Motels

Alberta Rooms
Dreaded Hotel
Grande Prairie Hotel
Murray Hotel
York Hotel
AIRPORT MOTEL
LESLIE'S Auto Care

Ignition and Tuning

For Best

Industries

Canadian Utilities Ltd.
Grande Prairie Iron Works
Grande Prairie Brick Works
Mackie's Concrete Works

Insurance Agents

Chas. McCann
Don Cooke
Duke Stafford
Ian Macintosh
Jack Hockey
John Lynn
Lewis and Wright

Jewellers and Opticians

C. S. Koon and Sons
E. M. Wether

Ladies' Ready to Wear

Secretly's Style Shoppe
G. W. Simpson

Mail Order Stores

Ruby Simpson (Western) Ltd.
The T. Evans Co. (Western) Ltd.

Meat Markets

Grande Prairie Meat Ltd. GEO VAGT
Grande Prairie Meat Market
WEST END Meat & Locker Service

Men's Furnishings

W. L. Caldwell
KOWENSKI'S
Wickert's Gent's Furnishings

Music Stores

DALEN Music Store

Novelty and Gift Shops

Alberta 5c to 11.00
Brewer's Gift Shop
Lamb's Gift Shop
P & M Gift Shop
York Hotel J. Beest

Oil Agents

B.A. Oil W. J. Leslie
Imperial Oil A. M. Neil
Maple Leaf W. B. Clark

Painting

Kring and Anderson
Northern Painting Supplies

Photographers

Art Craft Studios

Physicians & Surgeons

Dr. A. M. Cuthbert
Dr. G. D. O'Brien
Dr. J. A. Thomson

Plumbing & Heating

J. J. Lamb
Lac Blower
R. J. Korman

Propane Gas

Grandon Sager

Publishers

Grande Prairie Herald Tribune

Radiator Repairs

J. D. Nelson Radiator Co.

Radio Service

Payne Radio Service
J. A. Whitlock & Sons

Radio Station

Radio Station CFOP

Real Estate & Insurance

D. W. Pratt
Frank Northwell

Shoe & Harness

Tony's Shoe Shop
Victory Shoe & Harness

Tailors

Adolf Stehr

Taxis

MBias Taxi Yellow Cab
Veteran's Taxi Batten & Reynolds

Theatres

Capitol Theatre
Orpheus Theatre

Tire & Battery Service

RELIABLE Tire & Battery Service

Trucking Service

Cave & Birnie
Grande Prairie Transport
T. Wells
Furn's Transfer

Woodwork & Signs

MAY'S Woodwork & Signs

Wholesales

Alberta Coop Wholesale Ass'n Ltd.
Bauer & Pittfield Ltd.
J. H. Ashdown Hardware Co. Ltd.
J. Dally and Son
Macdonald's Consolidated Ltd.
Macdonald-Watts Alberta Co. Ltd.
Motor Car Supply Co. of Canada Ltd.
Royal Fruit Co.
Scott Fruit Co.
Snap on Tools of Canada Ltd.
Taylor & Pearson Ltd.
Macdonald's Consolidated Ltd.



Grande Prairie Meat Co.



Roman Catholic Church in Grande Prairie.

THOMSON MOTORS Co. Ltd.

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Chevrolet - Oldsmobile - Chevrolet Trucks

Corner 101st Street and 101st Avenue

Phone 3318 Grande Prairie, Alberta

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J. C. Mackie Grande Prairie, W. J. Mackie, Grimshaw

Grimshaw

SEVENTEEN miles west of Peace River is the village of Grimshaw, a strategically located centre from which a vast and rich northern territory can be served. It is located at the junction of No. 2 highway, the Edmonton-Dawson Creek thoroughfare, and No. 35, the McKenzie which leads to Fort Vermilion and Yellowknife. Grimshaw as well is on the Northern Alberta railway. Besides its importance as a communications centre this prospering village is also the trading centre for a rich mixed farming district in which the first homesteads were taken in 1911-12.

The population in the spring of 1955 was 783. These villagers enjoy all the modern services electricity supplied by Northland Utilities, natural gas supplied for the first time in 1953, and a municipal water and sewer



Grimshaw School

system, the former fed by a natural spring. Peace and fire protection are afforded by local men. Communication services, naturally, are excellent, the N.R.A. giving daily passenger service, buses travelling from Grimshaw in three directions daily and local trucking and distributing firms complementing these.

Grimshaw's thriving business community includes auto suppliers and service stations, welding firms, bulk petroleum suppliers, a concrete works, general stores, hardware, bakery and meat market, nine grain elevators with a capacity of 1,710,000 bushels, a bank branch, an insurance and real estate agency, implement houses and a hotel. New commercial structures and projects are being initiated annually.

There are three church groups here, Anglican, Roman Catholic and United. Prominent organizations include church auxiliaries, such as the Catholic Women's

Population — 783
Location — 17 miles west
of Peace River
Highway — Nos. 2 and 35



Grimshaw Motors

League, the Canadian Legion, the Elks and curling club. The town arena, Elk's Hall and the Anglican parish hall are centres for social events and the Legion had a hall under construction in 1955. The village school teaches the first eight grades.

Overseer — J. Kennedy

Secretary-Treasurer — F. Dawson

Board of Trade Secretary — A. Tarbuck



J. Kennedy Real Estate Office, Grimshaw



GRIMSHAW

TACK'S SERVICE

ALL PETROLEUM PRODUCTS
FULLY MODERN CABINS & COFFEE SHOP
TRUCK STOP — 24 HOUR SERVICE

ALBERTA

Mackie's Concrete Works

Re-Inforced Concrete Tie Concrete Blocks
Crushed Rock

J. C. Mackie, Grande Prairie W. J. Mackie, Grimshaw



Grimshaw Motors Ltd.

Sales & Service

Minneapolis Moline Farm Machinery
Imperial Products Goodyear Tires

Phone 368

Grimshaw, Alberta



Grimshaw Grain Elevator



Hotel Grimshaw



Anglican Church, Grimshaw



Grimshaw Trucking and Distributors



Stacking concrete pipe made at Mackie's Concrete in Grimshaw

Kennedy and Duholke

Real Estate - Insurance Notary Public

Jack Kennedy Don E. Duholke

PHONE 343

Grimshaw, Alberta

Stuart's General Store

Specializing in Work Clothes for Men & Boys

GROCERIES DRY GOODS

PHONE 364

GRIMSHAW, Alberta

Grimshaw Trucking & Distributing Ltd.

EDMONTON

Head Office GRIMSHAW

MAY RIVER

Serving the MACKENZIE HIGHWAY - MAY RIVER - YELLOWKNIFE - MACKENZIE RIVER BELT
HEATED & REFRIGERATED TRUCKS - HI & LOW BOYS - WINCH TRUCKS

Grimshaw Directory

Auto Supplies

Bright Pontiac — Merder's Garage — P
Merder
CHRYSLER - PLYMOUTH PARGO —
GRIMSHAW MOTORS
Stadelbauer — Junction Agencies — M. J.
Zellhorn

Bakery

D. Barrett

Bank

Bank of Commerce A. Tarasch

Barbers

Matt Wilcox
C. Witzel

Blacksmith & Welding

LeRoy — Roy Yates
Mawer — T. Mawer
McQuarrie's — S. McQuarrie

Churches

United — Rev. McLeod
Roman Catholic — Rev. Beaudry
Anglican — Rev. Robertson

Contractors — General & Building

MACKIE'S CONCRETE WORKS — W. J.
Mackie
O. Lavis
H. Rubin

Dairy

Grimshaw Dairy — W. Brown

Druggist

K. Martin

Electrical Appliances Sales & Service

L. Hawkins — Hawkins Electric

Garages

GRIMSHAW MOTORS LTD. — A.
Michelson
McLevers Bros. Garage & Service
Mike's Service
PROCTOR & JOHNSTON
TACK'S SERVICE

General Merchants

McLeod's Hardware
Schoor Meat Market
Martin Drugs
Grimshaw Hardware
McKay General
A. Johnson

General Merchants (Continued)

W. Stuart — STUART'S GENERAL
STORE
R. Turnbull Hardware
General Automotive Supplies

Grain Companies

Alberta Pacific No. 1 & 2
Alberta Wheat Pool No. 1 & 2
National Grain Co. Ltd.
United Grain Growers Ltd. No. 1 & 2 & 3
Canada West Grain Co.

Hardware Supplies

McLeod's Limited
Grimshaw Hardware P. Davis
R. Turnbull — Turnbull's Hardware

Hotels & Motels

Graham Hotel
TACKS SERVICE & CABINS

Insurance & Real Estate

KENNEDY & DUNLOPS

Implement Dealers

ALLIS CHALMERS — JUNCTION
AGENCY — PROCTOR & JOHNSTON
Cochran — T. Mawer
J.L.C. — Junction Agency
J. I. Case — Grimshaw Agency
Hessy-Harris-Ferguson — R. Miner
MINNEAPOLIS-MOLINE FARM MACH
INERY GRIMSHAW MOTORS
LTD. A. Michelson

Jeweller

Martin Drug

Library

Locker Service

J. Schur

Lumber and Building Supplies

Proctor Lumber Co. — O. M. Hansen

Manufacturer

MACKIE'S CONCRETE WORKS — W.
J. Mackie

Meat Market

J. Schur

Oil Companies (Bulk)

Imperial Oil
British American Oil
TEXACO OIL — PROCTOR & JOHN-
STON

Photographer

V. Mackie

Plumbing & Heating

W. Rabliss
D. Lano

Pool Hall

M. Wilson

Postmaster

A. E. Nickerson

Poultry & Feds

W. Stuart

Restaurants & Cafes

Royal
Graham
Rainbow
TACK'S SERVICE

Schools

M. Chantry

Shoe Repairs & Sales

J. Park

Terrell Johnson

Theatre

Grimshaw Theatre — Rabliss

Transport Companies

GRIMSHAW TRUCKING & DISTRI-
BUTING LTD.
J. King Trucking
F. Sullivan Trucking

Vulcanizing

Pope & Johnston

Wood, Coal, Gas, Etc.

S. Kolger — General Merchant

TOWN OFFICIALS

Mayor — J. Kennedy
Secretary-Treasurer — P. Dawson
Councillors — W. Stuart
W. Mackie
O. M. Hansen
R. Ferguson
L. Chambers
P. Merder

Board of Trade Secretary

A. Tetruck



PROCTOR AND JOHNSTON

BULK DISTRIBUTORS OF TEXACO PRODUCTS
Service Station — Tire Repairs — Allis-Chalmers Machinery

Bulk Station Phone 352 Service Station 347 GRIMSHAW, Alta.



Hanna

Population — 2,500
Location — 135 miles north
east of Calgary
Highway — No. 9

WITH THE EXCEPTION of Drumheller the town of Hanna is the largest spot the traveller will hit on his way from Saskatoon to Calgary and it has become a well known stop for all travellers.

Founded in 1912 and named after a former president of the Canadian National Railway, Mr D. B. Hanna, the town grew quickly and today presents the visitor with a vista of wide streets, modern stores and all modern conveniences.

Here we have a town of just over 2,500 population, 600 homes, and served by water and sewer facilities and complete power coverage. It is located 135 miles north east of Calgary on the junction of Highways 9 and 26. It serves a district population numbering over 7,800.



Aerial view of Hanna



Fano's Garage, Hanna

The town assessment in 1955 was \$2,287,000.00 and the mill rate a modest 50 while the debt of the town was \$245,340.00.

Hanna has its own police force as well as an RCMP constable. There is a volunteer fire department. It is the home office of the PFRA district office as well as a PFRA inspector. Schools and educational institutions are public and high schools and a commercial school. Service clubs active locally include a Board of Trade, Kinmen, Masonic Lodge, Odd Fellows, I.O.O.F. and Lions.

There are three local halls as well as the school auditorium for gatherings. Sports activities centre

around the local arena and curling rink. The baseball and football fields, while fishing is good at several dams in the vicinity of Hanna.

The town is located in the brown loam land area which averages \$20.00 per acre in value. The average grain yield is 15 bushels per acre for wheat, 25 bushels per acre for barley, 25 bushels per acre for oats and 12 bushels per acre for rye. There are about 500 purebred cattle in the district while swine and sheep and dairy cattle are found in fair numbers.

Mayor — I. F. Shacker

Secretary-Treasurer — J. H. Stephens

Board of Trade Secretary — H. Ilsey



Hanna Municipal Hospital



FANO'S GARAGE

Acetylene and Electric Welding

NEW AND USED PARTS FULLY EXPERIENCED MECHANICS
RED HEAD GASOLINE AND OILS BRAKE ALIGNMENT SPECIALISTS

PHONE 227

DAVE FANO, Prop.

HANNA, ALBERTA

SILVER CLEANERS

Dry Cleaning and Tailoring Specialists

SYD SILVERMAN, Prop.

TIP TOP TAILORS

Phone 323

Box 324

HANNA, ALB.

Smith's Electric & Sporting Goods



DANNY A. SMITH, Licensed Hunting Guide

PHONE 530

HANNA, ALBERTA



Phone 62

MOORE'S MOTORS

PONTIAC BUICK CARS - GMC TRUCKS
GAS AND OIL PRODUCTS

"Bob" Moore, Prop.

HANNA, ALBERTA



JUBILEE ESSO SERVICE

Right on Highway No. 9 at Hanna

130 miles east of Calgary - 270 miles west of Saskatoon
The MOST Modern Station between Calgary and Saskatoon
Imperial Oil and Atlas Products

Excellent Coffee Shop - 24 Hour Service



Moore's Motors, Hanna



Hanna Town Office



Warwick's Hardware
Marshall-Wells Store, Hanna



Capitol Theatre, Hanna



Warwick's Ladies' Wear, Hanna

Capitol Theatre and Drive-In

EQUIPPED WITH CINEMASCOPE WITH STEREOPHONIC SOUND

PHONE 56

I. F. Shacker, Prop.

HANNA, ALBERTA

Warwick's Ladies' Wear

HANNA'S FASHION CENTRE
Complete line of Ladies' Wear
MRS. B. A. WARWICK, Prop.

PHONE 15

HANNA



A. A. Hutton & Sons

Minneapolis-Moline & Oliver Machinery
Dodge & DeSoto Cars
Dodge Trucks

Phone 13 Res. 218 Hanna, Alberta

MARSHALL-WELLS STORE

L. D. WARWICK, Owner

EVERYTHING IN SHELF AND HEAVY HARDWARE
ELECTRIC APPLIANCES PAINTS & VARNISHES

PHONE 149

HANNA, ALBERTA

Hanna Directory

Ambulance Service

Robert Whyte

Auto Body Shops

K & B Motors — Ken Gullikson, Bruce
Hutchinson
Mitchell's Body Shop — Wm. Mitchell
Central Garage — Wm. Klipper, Ron
Lewthyn

Auto Supplies

KAISER & HENRY J. DEALERS
FARGO GARAGE — D. Farg
DOCK PORTIAC — K. Moore —
MOORE'S MOTORS
Chevrolet-Gilmanville Jen. Dove —
Jensen's Service
DODGE-DODGE — A. A. Horton —
A. A. HUTTON & SONS
Ford-Monarch — Wm. Klipper Central
Garage
International Trucks — Clarence Mohl
Plymouth-Chrysler K & B Motors —
Gullikson & Hutchinson

Bakeries

Hanna Bake Shop — Alex Kneibach
West End Bakery — Mrs. Chas. Brown

Banks

Royal Bank of Canada T. A. Nore
Provincial Treasury Branch — H. Clarke

Barbers

W. McCoy & R. Hutchinson
O. Hanson & M. Moushina

Barriery

W. O. Turner
Wm. Balacon

Beauty Parlours

Marie Dwyer — Corner Beauty Parlor
Mrs. H. Gervais
Ann Miller — Daring Beauty Shoppe
(Mtn. Chas. Brown Prop.)

Blacksmith & Welding

Burman's Machine Shop

Bowling Alley

Ole Bates

Chiropractors

Dr. John Kuster
Dr. J. C. Freeman

Churches

All Saint's Anglican Rev. Stuart
Assumption Church — Rev. Janet
Christian Missionary Alliance J. Elmer
Church of Christ — Rev. H. Bergman
Evangelical United Brethren — Rev. G.
Worland
First United Church — Rev. W. Gervais
Redeemer Lutheran Irvy H. Nolin
St. George's Roman Catholic — Rev.
Fisher Harrell
Brethren Day Adventist
The Salvation Army — Levi & Mrs. R.
E. Van Schaack

Construction Companies

Leo Kirby
Erle Groves
Groves & Sons

Contractors — General & Building

Otto Hessel
P. Houghlin
A. W. Stubbs

Dairy

Hanna Co-operative Association Carl

Dentists

Dr. T. Jensen

Doctors

Dr. H. Argue & O. Wilkins
Dr. W. Latta & W. Wilson

Druggists

Dawson's Drug Co. — M. J. Dawson
French's Retail Drug Store — C. E.
French

Dry Cleaning

D. Dugg — Ideal Tailor
244 Silverman — SILVER CLEANERS
Kempers Cleaning & Dyeing Co. Ltd.
Chas. Stephens

Electrical Appliances Sales & Service

Geuder's Electric & Refrigeration — Fred
Geuder
SMITH'S ELECTRIC & SPORTING
GOODS — E. Smith
Petersen's Exchange — Ralph Shacker
Odell's Limited — J. O. Odell
MacLeod's Limited Mr. Gub

Funeral Home

Whyte's Funeral Home R. Whyte

Furs

Style Shop Miss Jean Gullay

Garages

Central Garage — Wm. Klipper
A. A. HUTTON & SONS
MOORE'S MOTORS — "Bob" Moore
Hanna Garage H. L. Johnson
K & B Motors Gullikson & Hutchinson
Jensen's Service Station J. Dove
Lefebvre Bros. Motors L. Fernal
Kerr's Tire Shop
FARGO GARAGE — Dave Farg
Modern Service Station H. Howery

General Merchandise

Red & White Store — J. Parker
Junkie & Grocery — T. Whitmore
WARWICK LADIES' WEAR Miss
E. A. Warwick
Beathes Discount & Dry Goods — H. H.
Betz
Warwick's Ltd. Hardware — Mr. L. D.
Warwick
Bill Crow's Men's Shop Bill Crow
Hanna Co-operative Association Ltd. —
Carl Engel
Hanna Coop Locker Association Ltd. —
Irene Fenn
Chadbourne's Groceries & Dry Goods —
Mrs. M. O. Chadbourne
MacLeod's Ltd. — Mr. Gub
Petersen's Exchange — Ralph Shacker
Style Shop — Miss J. Gullay
Smith's Shoe Store — S. Smith
Odell's Ltd. — J. O. Odell
Charles W. Stephens Mac's Wear — C.
W. Stephens
Central Meat Market Peter Kennedy
Robinson Store — Frank Dohler
Star Meat Market — L. Dugg
Whyte's Furniture Store — "Bob" Whyte
O'Connor's Confectionery — Mrs. Lillian
O'Connor

Grain Companies

Alberta Wheat Pool — J. E. Sinclair
United Grain Growers — Dick Baines
National Grain Co. Ltd. — J. McFayden

Hardware Supplies

Odell's Ltd. — J. O. Odell
WARWICK LTD. HARDWARE — L.
D. Warwick
MacLeod's Ltd. Mr. Gub

Hospital

Hanna Municipal Hospital — J. A. Brown,
Surg. Treas.

Hotels & Motels

National Hotel — R. R. Petan
Raymond Hotel — R. Wolfe

Implement Dealers

Alta Chalmers H. Barvas
C.C.T.L. — L. Williams
Cochran's H. Tweed
H.C. — C. Mohr
I. L. Case — Kerry's Tire Shop
John Dwyer — J. Dove
Mason-Harris-Ferguson — K & B Motors
OLIVER MINNEAPOLIS-MOLDS
A. A. Hutton & Sons

Insurance & Real Estate

Land Agencies — F. Land
Ontario Agencies F. Ominson
A. H. Hilly

Jewellers

Beth's Jeweller — H. Beths
Bak's Credit Jeweller — J. Bak

Laundries

Kore Wong Laundry
Lee Wah Laundry
Premier Laundry Ltd. — C. Stephens

Library

Town of Hanna Library

Locker Service

Hanna Coop Locker Ass'n. Ltd. Ivan

Lumber & Building Supplies

Hanna Coop Lumber — Carl Engel
Baines Lumber Ltd. — C. Baines
Scott Lumber Co. — T. A. Scott

Meat Markets

Star Meat Market — L. Hagg
Central Meat Market — Peter Kennedy
Hanna Coop Locker Ass'n. Ltd. — Ivan
Fano

Newspaper

Hanna Herald — R. G. McCrea, J. E.
McCrea

Oil Companies (Bulk)

Imperial Oil Ltd. E. Laxson
S.A. Oil Ltd. S. Black
Maple Leaf Petroleum Ltd. J. S. Sim
clair
Patty 99 — L. Odegar

Optician

Wm. T. Watson

Painters & Decorators

W. Taylor
T. Gervais

Photographer

O. Gohsue

Plumbing & Heating

Franklin's Plumbing & Sheet Metal Works
Franklin's Plumber

Food Sales

O. Bates

Postmaster

C. Gervais

Pastry & Feeds

D. Moway
Hanna Coop
Central Alberta Dairy Pool

Restaurants & Cafes

National Hotel Coffee Shop — R. R. Pa
lan
Liberty Cafe — Chis Lee
Connally's Coffee Shop D. Connally
New Lock Cafe — Leonard Wong &
Stanley Wong
No. 6 Highway Jubilee Coffee Shop —
L. Fernal

Schools

Public — G. Hunter
High — J. Chavak
Our Lady of Perpetual Help Commercial
School

Shoe Repairs & Sales

E. H. Smith — Smith's Shoe Store
George Vica — George's Shoe Repair
Store
O. Seifert O.K. Shoe Repair Shop

Tailor

D. Dugg

Taxi

R. Smith Roy's Taxi

Theatres

CAPITOL THEATRE I. F. Shacker
CAPITOL DRIVE-IN THEATRE I. F.
Shacker

Transport Companies

Hanna Transport Doug Olson, Driver

Vulcanizing

Kerry's Tire Shop

Wood, Coal, Gas, Etc.

Kirby Carriage Co. — L. Kirby
Hanna Western Gas & Electric Co. Ltd.

TOWN OFFICERS

Mayor I. F. Shacker
Secretary-Treasurer H. Stephens
Commissioner C. K. French
W. McCoy
N. T. Brown
R. S. Moore
P. Fenn
Board of Trade Secretary H. Hilly
President — J. Parker

Hardisty

APPROXIMATELY 145 miles southeast of Edmonton is the town of Hardisty, a C.P.R. divisional point located on No. 13 highway. The town, home for 400 people, was incorporated in 1911 and the first mayor Allan Johnstone, had the unusual distinction of serving in the same office in 1955.

Hardisty is located in a grain and livestock area. The farm land is light, having an average valuation of \$6 per acre for uncultivated land and \$15 an acre for broken and cultivated land. The Battle River passes through a portion of the townsite and a portion of Hardisty Lake, on the edge of which is the town park, skirts the urban centre. Swimming and fishing are the chief summer diversions readily available for the townspeople and in the park are many of the facilities one associates with a summer resort.

Assessment valuation of town properties in 1954 was \$578,190 and the mill rate was 50 mills. The municipality has its own water and sewage systems and the local debenture debt of some \$120,000. Elec-

Population — 402
Location — 145 miles south-east of Edmonton
Highway — No. 13

tricity is supplied by the Calgary Power Company. The voluntary fire department has a fire truck and hydrant facilities. There is also a town constable.

Business establishments include a dozen odd general and specialised retail stores, five elevators, auto suppliers, several service stations and implement dealers, bulk oil stations, transport companies, a hotel, restaurant and a theatre.

The town also boasts an eight-room school, three churches (Catholic, Anglican and United), a bank branch and a provincial treasury branch, St. Anne's Hospital, operated by the Sisters of Charity, a resident doctor and dentist. Active organizations include the Canadian Legion branch, the Elks, Masons Odd Fellows, their sister organizations and church groups.

Mayor — Allan Johnstone

Secretary-Treasurer — W. S. Pedlar

Hardisty Directory

Accountant

W. S. Pedlar

Auto Body Shops

Hardisty Sales & Service — A. Fommesak
Hardisty Motors — Louis J. Goltka

Auto Supplies

Buck-Pontiac — Hardisty Motors — Louis J. Goltka
Motor & Mercury — Hardisty Sales & Service
Ford-Merch — Eldon's Garage — Eldon F. Bore
International Trucks — Dragers Inc. — Paul B. Drager

Banks

Capital Bank of Commerce — R. E. Daw
Treasury Branch Agency — W. S. Pedlar

Barbers

Rubens Barber Shop — Clyde E. Robb

Blacksmith & Welding

Walter Hutz

Chiropractor

Carrose Chiropractor opens every Wed. morning in Hardisty

Churches

R. Joseph's — Father Elkin
St. Anne's Anglican — Rev. F. Dowling
St. Paul's United — Rev. J. Lowery

Contractors — General & Building

George Kossow

Dairy

Paul Moore

Dentist

Dr. Guy R. Murray

Doctor

Dr. J. J. Fennell

Druggist

R. W. McKinnell — McKinnell Drug & Stationery

Dry Cleaning

Hardisty Dry Cleaners — S. G. Nicolson

Electrical Appliances Sales & Service

Hardisty Electric — A. J. Elm

Garages

Elton's Garage — E. F. Bone
Lebanon Service Station — M. Anderson,
W. Knoll & E. Hager
Dowdle Bros. — Geo. & Richard Dowdle
Hardisty Motors — L. J. Goltka
Hardisty Sales & Service — A. Fommesak
Rosen Garage — Dan Rosen

General Merchants

Valety Store — K. Ross
Hutchins Hardware — D. Wilder & F. Cross
Madden Style Shoppe — O. Spade
Vallan's Mens Wear — G. Vallan
S. S. Drug Ltd. — E. S. Ross
Lefly's Locker Plant & Meat Market — F. Lukens
Harrison's Red & White Store — R. J. Harrison
Hardisty Groceries — Bert Fisher
McKinnell Drug & Stationery — R. W. McKinnell
Hardisty Electric — A. J. Elm
Kosak Hardware — M. Kosak

Grain Companies

Alberta Pacific Grain Co. — (12 elevators)
Nick Rodde
Sawle Grain Co. — Ken Worth
United Grain Growers — Peter Giesman
Alberta Wheat Pool — Harry H. Moody

Hardware Supplies

Hardisty Hardware — D. E. Wilder & F. Cross
Kosak Hardware — M. Kosak

Hospital

St. Anne's Hospital

Hotels & Motels

Hardisty Hotel Ltd. — Paul Lerich

Implement Dealers

C.C.I.L. — Harry H. Moody
Cockburn — Donnie Ross
I.H.C. — Paul B. Drager
Implements —
J. J. Case — Hardisty Sales & Service —
Andrew Fommesak
Murray-Harris-Ferguson — Mike Kosak
Mississippi-Motive — Hardisty Motors —
Louis J. Goltka

Insurance & Real Estate

W. S. Pedlar Insurance Agency

Jeweller

Wilder's Jewellery — Donald E. Wilder

Lawyers

Knight & Knight of Carleton Place Wednesdays only

Locker Service

Lefly's Locker Plant & Meat Market — F. Lukens

Lumber & Building Supplies

Johnstone Lumber Co. — A. Johnstone

Meat Market

Lefly's Locker Plant & Meat Market — F. Lukens

Oil Companies (Bulk)

Imperial Oil Co. — Donnie Ross
British American Oil Co. — Ken Dover
Great West Distributors — W. H. Goodson

Optometrist

Dr. Clark of Carleton on Wednesdays only

Painters & Decorators

Robert Nicol

Pool Hall

Robbie's Pool Hall — Clyde E. Robb

Postmaster

Jack Thorp Jr.

Restaurants & Cafes

Lebanon Beach Bar — E. Hager
Cold Metal Coffee Shop — Tom Chow
Crystal Cafe — C. Poon
Steakhouse Inn — Steve Stevens & Sonny Webster

Schools

Hardisty School District No. 1659 — Stewart Barber — Principal

Shoe Repairs & Sales

Anson Wendring Shoe Repairs

Theatre

Kiefer Theatre — R. R. & E. W. Kiefer

Transport Companies

W. Horace Cookson
Faye Pitter
Gerrude Cooper

Wood, Coal, Gas, Etc.

Sawle Grain Co. — A. Lasky
Hardisty Hardware — D. Wilder & F. Cross
Kosak Hardware — M. Kosak

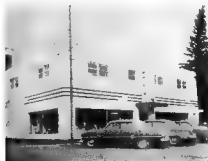
TOWN OFFICIALS

Mayor — Allan Johnstone
Secretary-Treasurer — W. S. Pedlar
Councilors — R. J. Harrison
E. F. Bone
Emmet Fowler
H. Kofchak
Paul B. Drager
F. C. Goltka

High Prairie

Population 1,440
Location — 230 miles north
of Edmonton
Highway — No. 2

THE TOWN of High Prairie in northern Alberta, approximately 230 miles from Edmonton, is a fast-growing community with a population now exceeding 1,400 and serving a rural area peopled by some 6,000 persons. High Prairie, which boasts a large and varied business establishment, is ideally situated for a commercial and social centre in the sector of the province in which it is situated. It is on No. 2 provincial highway served by Canadian Coachway buses, and a major stopping place on the Northern Alberta Railways line out of Edmonton.



Vanderageen's Store, High Prairie

The assessed valuation of town properties in 1955 was \$1,600,000, and the tax rate was 55 mills. The business establishments include an active co-op association, several auto suppliers, a Royal Bank branch and Provincial Treasury branch, a dairy, two drug stores, electrical appliance services, garages and service



High Prairie High School

stations, taverns, general stores and specialty stores, hardware and sporting goods store, three hotels, numerous implement agencies, insurance and realtor offices, lumber supplies, meat markets, bulk oil stations, plumbing and heating firm, restaurants and cafes, a taxi and a movie theatre.



Canadian Meat Market, High Prairie

CANADIAN Meat Market

Mike W. Peters, Prop.
Fresh and Cured Meats
WHOLESALE & RETAIL



MODERN MOTORS

DODGE DESOTO CARS DODGE TRUCKS

1 CASE FARM MACHINERY

Sales & Service

Phone 132

24 Hour Service
for Tenneco
Products



VANDERAEGEN'S

"FOR EVERYTHING IN HARDWARE"

• PROPANE APPLIANCES

• BEATTY WASHERS



PHONE 11

HIGH PRAIRIE, ALBERTA

HIGH PRAIRIE MERCANTILE

S. F. KOVNATS, Mgr

A MODERN DEPARTMENT STORE IN A FAST GROWING COMMUNITY

MAIL ORDERS PROMPTLY FILLED

P.O. BOX 150

HIGH PRAIRIE, Alberta

Phone 10 and 155



High Prairie Mercantile

Electrical energy is supplied by Northern Utilities Ltd. and the water and sewage systems are municipally-owned and operated. A town constable and a RCMP detachment share policing duties here and a volunteer brigade provides fire protection. Local elevators can handle 355,000 bushels of grain from district farms at any one time.

There are six church groups active here, the Anglicans, Baptists, Greek Catholics, members of the Nazarene church, Roman Catholics and members of the United Church. Local youngsters attend the public and high schools in High Prairie. Providence Hospital cares for the sick as does a local clinic in which three doctors work. High Prairie also has a dental service provided its citizens.

The usual organizations are active here. Sports such as baseball and hockey and curling are perennially popular.



Roman Catholic Church, High Prairie

High River is situated in the No. 25 Local Improvement district which is administered by the Alberta Department of Municipal Affairs.

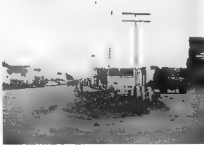
Mayer — Max Vanderageen

Secretary-Treasurer — P. L. Smith

Board of Trade Secretary — L. Humston



High Prairie Curling Rink



A Main Street in High Prairie

D. M. KOZUB

HARDWARE and MEN'S WEAR

PHONE 172

HIGH PRAIRIE, ALBERTA



High Prairie

Alberta

Harding's Meat Market & Locker Plant

Fresh and Cured Meats, Fish and Poultry
A Full Line of Frozen Foods

PHONE 28

High Prairie, Alberta



Vic's General Store, High Prairie



Fred's Radio & Sporting Goods
High Prairie



High Prairie Plumbing & Heating



Co-op Store & Post Office, High Prairie



High Prairie Hotel



Chesley Electric

Electrical Contractors Serving
Northern Alberta

Phones: 244 - 245 High Prairie, Alta.

HIGH PRAIRIE HOTEL

J J R CHAIBOS, Prop.

A good place to get a quiet rest
Reasonable Rates - Central Location
Clean Comfortable Rooms

PHONE 18

HIGH RIVER, Alberta



HEATING
APPLIANCES

PRESSURE
PUMPS

HIGH PRAIRIE PLUMBING & HEATING

COLEMAN
BLEND-AIR FURNACES

PHONE 52
THREE ANDREWS—High Prairie

OIL BURNING
INSTALLATIONS

DRIFT
MATERIAL

High Prairie Directory

Accountant

Mr. J. J. Goshen

Ambulance Service

Grip & Humphries — H. J. Grip

Auto Body Shop

Eds & Jacks Auto Body Service — E.
Atkins & W. J. Galpin

Auto Supplies

Baile-Preston — General Service Garage
C. M. Peacock
Chevrolet-Cadillac
Garage C. M. Peacock
Ford-Mercury High Pressure Garage
P. Fisher
DODGE DUBOIS — MODERN MOTORS
— M. Vandergrag
International Trucks — C. F. Bishop
Mercury-Motor — Magoo Motors Ltd.
— C. A. Magee
Plymouth-Chrysler — Lloyds Sales & Service
L. Hubbell

Bank

The Royal Bank of Canada — L. Home
Provincial Treasury Branch — John Ray-
zide

Barber

Stan's Barber Shop — Stan Mink

Barriers

Baldwin Freeland & Jorgensen Freeland's

Beauty Parlor

Marie's Beauty Parlor — Marie Morachuk

Blacksmith & Welding

Mike Sokoluk

Book Store

Robinson's Stores — Mrs. P. Collier

Churches

Greek Catholic
United Church — Rev. Louis O. Kest
Roman Catholic — Rev. Father A. J. Gould
Anglican — Rev. R. Newman
Baptist — Rev. Corbitt
Baptist — Rev. H. W. Beck

Construction Companies

Shoggett Construction — N. Shoggett
C. S. Shoggett

Contractors — General & Building

M. Carpenter

Dairy

High Prairie Dairy Ltd. — M. Garrison

Dentist

Dr. L. P. Lyman

Doctors

High Prairie Clinic — Dr. J. B. Wood
Dr. C. N. Tiedger
Dr. R. M. Cady
Dr. O. G. Cantrell — Eye, Ear, Nose &
Throat — One day weekly

Druggists

High Prairie Pharmacy — G. Lerner
Duguid's Drug Store — D. Mewer

Electrical Appliances & Service

FRED'S RADIO & SPORTING GOODS
Fred Fisher Jr.
Taylor Electric — M. Taylor
CHESLEY ELECTRIC

Funeral Home

Grip & Humphries — F. J. Grip

Garages

General Service Garage — C. M. Peacock
High Prairie Garage — P. Dierke
MODERN MOTORS — M. Vandergrag
C. F. Bishop
Mager Motors Ltd. — C. A. Mager
Lloyd's Sales & Service — L. Hubbell

General Merchants

Parker's Trading Co. — M. Chedoke
VICE GENERAL STORE — V. Ched-
oke
HIGH PRAIRIE MERCANTILE — S.
Koyuk
Sail & White Store — O. Landry
Robinson's Stores — Mrs. E. Collier
HIGH PRAIRIE CO-OP ASSN. LTD.
S. Mager
D. M. KOBUB

Grain Companies

United Grain Growers Ltd. — M. Ferris
Alberta Wheat Pool — E. Murray
Alberta Pacific Grain Co. Ltd. — L. G.
Casselman
Alberta Seed Growers Co-op

Hardware Supplies

Vandergrag's — M. Vandergrag
D. M. KOBUB — M. Koyuk
Fred's Radio & Sporting Goods — Fred
Fisher Jr.

Hospital

Providence Hospital

Hotels & Motels

Spaulding — R. B. Ellis
Park Hotel — M. A. Reuther
HIGH PRAIRIE HOTEL — J. Chalton

Implement Dealers

Alta Chalmers — Ed's & Jack's Auto Body
Service
C.C.L.L. — HIGH PRAIRIE CO-OP
ASSN. LTD.
Cady's — P. D. Perry
L.L.C. — C. F. Bishop
J. J. CASE — MODERN MOTORS
John Dene — Lloyd's Sales & Service
Maney-Hart-Prentiss — W. Prentiss
Metropolitan Motor — Magoo Motors Ltd.
Oliver — Magoo Motors Ltd.

Insurance & Real Estate

John Reynolds
C. A. Neuman
Sam Harris

Jeweller

Jack's Watch Repair — J. Turner

Library

High Prairie Public Library (Town, Town
& Suburban)

Locker Service

Harding's Meat Market — Tom Harding

Lumber & Building Supplies

Reister Lumber Co.
O'Brien Lumber Mill
Antypovich Lumber Mill

Meat Markets

HARDING'S MEAT MARKET — Tom
Harding
CANADIAN MEAT MARKET — M.
Ferry

Newspapers

Northern Echo — Published Out of Town
Northern Star — Published Out of Town

Oil Companies (Bulk)

Imperial Oil
Borins American Oil
Tesco Oil

Plumbing & Heating

HIGH PRAIRIE PLUMBING & HEAT-
ING — T. Anderson

Pool Halls

Modern Billards
High Prairie Billards

Postmaster

K. W. Ferguson

Restaurants & Cafes

Orest Cafe — M. & E. Bink
Spaulding Hotel Coffee Shop — C. Bink
Alma's Cafe — A. E. Kowich
Park Coffee Shop — Wong Chong

Schools

High Prairie School Division
High School — Mr. B. G. Holbert
Intermediate — Mrs. J. J. Richmond
Elementary — Miss K. Pfeiffer

Shoe Repairs & Sales

Paul Lemay

Taxi

Greenwood's Taxi — Keith Greenwood

Theatre

Royal George Watson

Tourist Camp

Martin's Cabins

Wood, Coal, Gas, Etc.

P. D. Perry

TOWN OFFICERS

Mayor — Max Vandergrag
Secretary-Treasurer — Percy L. Smith
Councillors — Edward J. Becker, Edward
Atwood, Roy B. Ellis, Robert C. Moore
Clarence A. Nassau, Norman Skogstad
Board of Trade Secretaries — Lyle Carlin

Fred's Radio & Sporting Goods

FRED FISHER JR. Prop.
EVINRUDE OUTBOARD MOTORS

PHONE 72

HIGH PRAIRIE, Alberta

High Prairie Co-op Association



Groceries — Dry Goods — Hardware
Farm Equipment — Building Supplies
'See Your Co-op First'

Phone 6

High Prairie, Alberta

High River

Population — 2,000
Location — 28 miles south
of Calgary
Highway — No. 2

THE THRIVING TOWN of High River is 28 miles south of Calgary where No. 2 highway crosses the Highwood River and on the Canadian Pacific's Calgary-Lothbridge line. This town is the trading and social centre for a rich farming and ranching area populated by upwards of 16,000 persons. Famous ranches were established here more than 75 years ago and 28 miles to the west is the world-famous E.P. ranch, once the property of the Prince of Wales, now the Duke of Windsor. In the words of the Alberta government's economic survey report on High River, "There is a glorious view looking west across 30 miles of slightly-rolling farm land that ends at the foothills which are backed by the towering, magnificent snow-capped peaks of the Rockies." High River is renowned in many other historical and geographical respects, too, not the least of which is the fact that here it was that Bob Edwards first published the "Eye Opener" later known as the "Calgary Eye-Opener."

Ranching once almost the exclusive income source in the surrounding district, today shares a place with wheat and grain growing and the raising of fine pure-bred livestock. Average grain yields, over a 20 year period are as follows: wheat, 20 bushels per acre; oats, 34 barley, 26, and rye, 16 bushels per acre.

Population of the town today is estimated at more than 2,000, an increase of some 400 to 500 in the last 10 years. Assessed valuation of properties in this pros-



St. George Hotel, High River

perous town was \$2,383,610 in 1955, the tax rate was 55 mills and debenture indebtedness only \$74,660. Natural gas is supplied by Canadian Western electricity by Calgary Power Ltd., and the town owns its modern sewer and water system, the central portion being installed more than 40 years ago. Rail service is complemented by Greyhound Bus Lines. The RCMP is responsible for policing and a volunteer force for fire protection.

The large and progressive business community includes such establishments as several auto suppliers, two bank branches, two law offices, welding firms, fine hotels, motels and auto courts, implement agencies, a locker service, meat markets, bulk petroleum stations, a home-owned creamery, a transport firm, two drug stores, drycleaners, numerous garages, general stores, hardware, clothiers, furniture stores, electrical appliance stores, a photographic studio, shoe repairer, restaurants, taxi companies, a theatre radiator repair shop, custom tailors, and jewellers.

High River has a large number of churches. Anglican, Baptist, Roman Catholic, Presbyterian, Nazarene, United, Apostolic, Christian Reformed, Latter Day Saints, and Salvation Army, together with affiliated societies. There are two schools, a public institute and the town collegiate. Societies and associations are most numerous, some of them are the Legion and women's auxiliary, I.O.D.E., Rotary and Active club together



High River Community Centre

HIGH RIVER CREAMERY

S. H. JENSEN, Prop.

Manufacturers of

"DELIGHTFUL BRAND" CREAMERY BUTTER, MILK AND ICE CREAM

PHONE 2202

HIGH RIVER, ALBERTA

MOORE ELECTRIC

Electrical Wiring - Repairing - Appliances
Refrigeration Service

PHONE 2502

HIGH RIVER

ALBERTA



Spark's Auto Sales

KAISER-WILLYS SALES
CASE FARM MACHINERY

Phone 2042

High River, Alta.



"We extend to you the Best in the West, Our Hospitality"

ST. GEORGE HOTEL & GATEWAY HOTEL

Mr and Mrs. GEORGE EDWORTHY

IN THE HEART OF THE WHEAT OIL AND CATTLE COUNTRY

Dining Room & Coffee Shop facilities - Catering to
Banquets, Clubs and Weddings

Phone 2102

Fully Licensed

High River, Alberta



High River Furniture Store

with a large number of sporting and athletic societies. The fish and game league branch, for example, is active since High River centres one of the finest hunting areas in the west—ducks, geese, upland game birds and almost every kind of big game animal native to the west.

High River boasts a natural park within the town limits, one which is set along the tree-fringed banks of the river and which bears the name George Memorial

Park in honor of a respected pioneer rancher. The Highwood Memorial Centre nearby costing \$120,000, is the pride of the community.

This town has a 58-bed hospital, several resident physicians, a chiropractor, a dentist, and an optometrist. There is a public library and a local newspaper The High River Times.

This, then, is High River, which in 1956 will celebrate the fiftieth anniversary of its incorporation.

The town lies within the borders of the Municipal District of Highwood, No. 31. The reeve is Jack Sutherland and the secretary is L. C. Van Tighem.

Mayor Ross L. Ellis.

Secretary-Treasurer — A. S. Harrison

Board of Trade President Clark Colwell.



United Church, High River

RODDIE'S

Exclusive Ladies and Children's Wear
Hosiery and Lingerie

E. A. RODDIE, Prop.

PHONE 2462

High River, Alberta

Adair's Diamond Shop

AL ADAIR, Prop.

"If you don't know diamonds know your Jeweller"

PHONE 2662

HIGH RIVER

ALTA.

"Better Watch Repairing"

Golightly's Custom Tailors

R. L. GOUGHTLY Prop.

Ladies and Gent's Made to Measure Suits

Genuine Cowichan Sweaters

Agent for Tip Top and Other Lines

Phone 2664

High River, Alberta



Don's Radiator Shop

D. DUNBAR, Prop.
Repairing & Cleaning - Re-coating
All Types of Radiators

PHONE 2584 High River, Alta.

High River Furniture

JENS J. SKINBERG, Prop.
QUALITY and PRICES to suit all

PHONE 2074

HIGH RIVER, ALTA.



Sperk & Service, High River



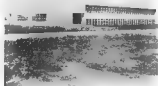
Municipal Hospital, High River



Gillesey's Tailor Shop
High River



Telephone Office, High River



High River High School

REGAL MOTOR SALES

A. R. FOWLIE, Prop.
Sales & Service Auto Body Shop

"Bear Wheel Aligning"

Phone 2054 P.O. Box 410
High River, Alberta



Hunt & Watt Limited

REAL ESTATE INSURANCE

A. D. Bowman, pres., R. W. Robinson, Ins. Mgr.

PHONE 2032

HIGH RIVER, Alberta

Tannas Bros. Dept. Store

Ted & Don Tannas, Props.

Electrical Appliances Hardware
Sporting Goods Groceries and Meats

Phone: 2354 - 2355

High River, Alberta



Wilkinson Drug Store

G. A. Wilkinson, Prop.

"The Renall Drug Store"

Veterinary Vaccines and Supplies

PHONE 2432

High River, Alberta

High River Directory

Accountant

T. H. Ogden
John H. Cape

Ambulance Service

E. L. Frodeman

Auto Body Shops

Pro's Radiator Repair
Don's Radiator Shop D. Dunbar

Auto Supplies

Auto-Pontiac — Imperial Service
CHEVROLET OLDSMOBILE — REGAL
MOTOR SALES — A. H. Fowler
Ford-DeSoto — Ellis-Heyland Motors
Ford-Merch — High River Motor Co.
International Trucks — R. C. Fraser & Son
Mercury-Mulder — Central Motors
Plymouth-Chrysler — Scrivener Service
Station
Sudbaker — Adam's Service Station
KAIZER-WILLYS SPARKS AUTO
SALES

Bakery

William Powell

Banks

The Canadian Bank of Commerce
The Royal Bank of Canada

Barbers

Louie Fay
George Wayback
Yves Shantz
Elmer Marks

Barriers

C. B. Arund
C. H. Hamilton

Beauty Parlours

Miss Mary McKee
Mrs. Betty Clay
Mrs. Dorothy Phillips
Mrs. Elsie Kostermaehl

Blacksmith & Welding

John Brown
Harry Balow
Perry Industries
K. A. Lenz

Bowling Alley

Myers Diamond

Chiropractor

Dr. G. L. Bickinger

Churches

United Church — John Sanderson
Anglican Church — Canon Fred Vau-
ghan-Duch
Apostolic
Methodist
Baptist

Christian Reformed
Latter Day Saints John Hanson
Salvation Army

Construction Companies

B. W. McDougall
Mark Martens
Hendy & Wallace

Dairy

HIGH RIVER CREAMERY — Stanley
Jones

Dentist

Dr. W. W. Iron

Doctors

Dr. York Wayman
Dr. E. Bruce Maynard
Dr. C. W. Purvis
Dr. E. Fred Herring

Druggists

High River Pharmacy
WILKINSON DRUG STORE G. A.
Wilkinson

Dry Cleaning

William Jelfs

Electrical Appliances Sales & Service

R. V. Moore MOORE ELECTRIC
Stanley Swallow

Funeral Home

Shedden's Funeral Home

Garages

High River Motor Company
Imperial Service
REGAL MOTOR SALES
SPARKS AUTO SALES
Auto Service
B. A. Service Drivile Clark
Central Motors
Arthur Atkinson
Ellis-Heyland Motors
Purdy W. Service
Sunshine Service

General Merchants

Charles Gau
B.C.A. Store
High River Trading Co.
Red & White
Jenkins Groceries Ltd
Gibbs's Grocery
Buddy's Grocery
Gordon's Grocery
TANNAS BROS. DEPT. STORE — Ted
and Don Tannas
RODDIE'S — E. A. Roddie

Grain Companies

Alberta Pacific
Alberta Wheat Pool
United Grain Growers
Finner Grain
Independent Grains
Parrott & Kinsinger

Hardware

High River Hardware
Walsham Hardware
MacLeod's Limited
Tannas Bros.

Hospital

High River Municipal Hospital District

Hotels & Motels

GATEWAY HOTEL Geo. Edworthy
ST. GEORGE HOTEL Geo. Edworthy
Clark's Auto Court
Mtn. Drive — Auto Court
Riverside Motel
Rainbow Cabins

Implement Dealers

Cookshank — W. E. Hoyle
L.H.C. — Fraser & Son
J. I. CASE SPARKS AUTO SALES
John Dyer — Dougherty & Sons
Massey-Harris-Foran W. C. Hinch
ner & Son
Massey-Harris/McCoy — Derrick & Hestie
Oliver — W. D. House

Insurance & Real Estate

McIntyre & Co.
HUNT & WATT LTD.
J. P. Cantel
T. H. Ogden

Jewellers

C. A. Johnson
ADAMS' DIAMOND SHOP M. Adams

Laundry

Wing Chang Company

Library

High River Library

Locker Service

High River Lockers

Lumber & Building Supplies

McPensie Lumber Yards Ltd
Citizens Lumber Co.
Royal Lumber Yards

Meat Markets

City Meat Market
High River Meat Market

Newspaper

High River Times

Oil Companies (Bulk)

B. A. Oil
Imperial Oil
North Star
Argo Petroleum
Canadian Oil

Optometrist

John S. Gartin

Painters & Decorators

Harry Hobert
Fred Norton
Tom Haywood

Photographer

Lane Studio

Plumbing & Heating

Jas. Leigh & Son
Charles Wong

Pool Hall

Ermar Marx

Postmaster

W. E. M. Holmes

Restaurants & Cafes

R. A. Coffee Shop
Centre Cafe
New Look Cafe
ST. GEORGE CAFE
Step-Up Cafe

Schools

George N. Harper

Shoe Repairs & Sales

Alex Augustine
Bradley's

Tailors

RUBE GOSWORTHY
James Graham

Taxis

T. D. Mann
Map Roach

Theatre

Waine Earl T. Lewis

Tourist Camps

Mrs. M. A. McCaig
Riverside Motel
Rainbow Cabins

Transport Companies

Youngs
High River Transport

Vulcanizing

R. B. Milligan

Wood, Coal, Gas, Etc.

Canadian Western Natural Gas Co. Ltd.

TOWN OFFICERS

Mayor Ross L. Elin
Municipal Treasurer A. S. Harrison
Commissioners — Fred Seely
Red How
K. G. Park
R. B. Moore
C. J. Taylor
R. Vance-Higher
Board of Trade Secretary President
Clark, Gowan

Hilda

Population — 160
Location — 40 miles north-
east of Medicine Hat

IN SOUTHEAST Alberta, hard by the Saskatchewan border and not far north of Medicine Hat is the village of Hilda. The population is 160 and the district population patronizing village businesses numbers about 450.

Hilda is connected with Medicine Hat by gravel road and rail service is provided by a Canadian Pacific branch line. The village has its own electrical power



Hilda School

plant, a volunteer fire department and policing duties are the responsibility of the RCMP. There is a new school, a community hall, three churches and several active organizations, including the Hilda and Community Association, the Home and School, a ladies club and a boys' and girls' 4H club. Curling and baseball are popular athletic pursuits.

Prominent commercial enterprises include two general stores, two auto suppliers, three implement agencies, a hotel with dining room and licensed premises, five elevators with a combined capacity of 465,000 bushels, a lumber supplier, bulk oil stations, two hardware stores, a restaurant and fuel suppliers.

District farm land is mainly the sandy loam variety having an average value of some \$25 per acre. Crop yields on the average are not high with wheat pro-



Hilda Motors

duction running about 15 bushels per acre; barley 25 rye, 20, and flax 12. But farmers in this area are livestock breeders as well. There are some 350 head of purebred cattle in the district and probably 8,000 head of mixed breeds. Swine are also numerous.

Hilda is located in Local Improvement District No. 21.

Hilda Community Association Secretary — E. Kunderl.

TOWN COUNCIL AND
CITIZENS OF

HILDA

WELCOME ALL VISITORS

HILDA HOTEL

CHAS. R. MAYBERRY Prop.
DINING ROOM - LICENSED PREMISES
HILDA, ALBERTA



HILDA MOTORS

E.H.C. FARM IMPLEMENTS AND TRUCKS
SALES AND SERVICE
Red Head Gas & Oils - Hilda Electric Power

PHONE 2

HILDA, ALBERTA

AUSTIN'S STORE

General Merchants

Established with the Town in 1923

HILDA, ALBERTA

JIM AUSTIN

MASSEY HARRIS - FERGUSON

Propane Gas Appliances

Phone 3

HILDA, ALBERTA



Hilda Directory

Auto Supplies

Buick-Pontiac Hilda Motors, W. F. Wurfel
Dodge-DaSilva — Schneider Motors, A. A. Schneider
International Tractor — Hilda Motors — W. F. Wurfel

Blacksmith & Welding

Detrich Blacksmith — G. Detrich
Hilda Motors W. F. Wurfel

Churches

Baptist Church
Evangelical Church
Lutheran Church

Dairy

W. Walker Dairy

Dray

Packer's Dray J. A. Fisher

Garages

A. A. Schneider Schneider Motors
Hilda Motors W. F. Wurfel

General Merchants

John's General Store John A. Schultz
Austin's General Store James Austin

Grain Companies

Alta Wheat Pool F. A. Ziegler
Federal Grain — E. Albrecht
Purdon's Grain Ltd. — A. Hahn
Ogilvie J. Ziegler
Lake of the Woods W. Kueger

Hardware Supplies

Bruchman Sawmill Co. Ltd. C. Bone
gelson
Hilda Hardware — E. Angerman

Hotels & Motels

Hilda Hotel Chas. Macberry

Implement Dealers

J. H.C. Hilda Motors W. F. Wurfel
John Deere Hilda Farm Supplies E. Anderson
Massey Harris Ferguson J. Austin

Lumber & Building Supplies

Bevelstake Sawmill Co. Ltd. C. Bone
gelson

Municipal Nurse

Mrs. Renwick R.N.

Oil Companies (Bulk)

Imperial Oil Co. — W. Amos
Red Head Hilda Motors W. F. Wurfel

Postmaster

John Crossant

Poultry & Feeds

Ogilvie Flour Mills

Restaurants & Cafes

Ashora's White Lunch J. Ashora

Schools

New Hilda E. A. Torgerson

Wood Coal Gas Etc

James Gray Co. F. A. Ziegler
Bevelstake Sawmill C. Bone

TOWN OFFICIALS

Hilda & Community Assn E. Kuebler



Holden

THE town of Holden strikes the visitor as an unusually tidy and pretty centre and no wonder. Ninety per cent of the 240 homes here are said to be owner-owned and it is evident immediately that they take a pride in the appearance of their dwellings and the surroundings. Holden, where 650 persons live, is on the Canadian National Railways main line, not far south-east of Edmonton, and on No. 14 provincial highway over which buses travel twice daily in each direction. It is a modern urban centre in other respects, too. It has sewer and water systems, natural gas heating and electricity supplied by Calgary Power.

Holden will be the county seat should the proposed Holden county be established. As it is now, the town is headquarters for the large school division comprised of 84 schools. Its own local public and high school is a 22-room, fully-modern structure with 23 teachers and over 620 students. Four church groups are active here, the United Lutheran, Roman and Greek Catholic congregations.

There are other amenities, too, a town hall, a curling rink which was being enlarged in 1955, a hockey rink and playground facilities for the children. There are a large number of active organizations including the Knights of Columbus, Masons, Elks, and among the younger residents, the Boy Scouts, Cubs, Girl Guides and Sea Cadet Corps. As of mid-summer, 1955, the corps numbered 38 cadets and many more were to join in the fall, the Reverend William Beckstead, United Church minister, is the Cadet officer in charge.



Soldiers Monument — Holden



BELL MACHINERY LTD.

Dave Bell Prop.

Morse-Harris Ferguson Dealer

Sales and Service

Phone 45 HOLDEN, ALTA.





HOLDEN SALES LTD.

General Motors Products
Mike Zacharchuk Arnold Berg - Owners
HOLDEN, ALBERTA



Holden Sales Ltd. — Holden

Holden boasts a fast-growing business community. It includes several auto suppliers, a bank branch and provincial treasury branch, two law offices, a resident physician, several service stations, general stores, elevators with 1,500,000 bushels capacity, hardwares, public accounting and insurance agency, several implement agencies, a weekly newspaper The Herald, bulk oil and gasoline stations, a hotel and restaurants, and a modern theatre.

The town's tax rate in 1955 was 42 mills and the debenture debt totalled \$235,000. The town council provides volunteer fire and police protection.

Holden is the trading centre for one of the finest mixed farming districts in the province. The black soil, with clay subsoil, has an average valuation of \$40 per acre. Grain yields are said to average 25 bushels per acre for wheat, 45 bushels for oats, 35 bushels for barley, and 15 bushels for rye. Purebred Scotch, Hereford and Polled Angus herds are kept on many district farms and Holstein and Ayrshire dairy herds are also maintained. Yorkshire hogs are likewise popular. The district population patronizing Holden is estimated at 2,200.

Holden, with more than 90 years behind it, looks to the future with confidence.

It is located in the Rural Municipality of Beaver No. 73. The reeve is Rognvald, Viking, and the secretary is J. Laternieu.

Mayor — Sam Black

Secretary-Treasurer — N. Campbell

Board of Trade Secretary — D. A. Bell

PURITY "99" SERVICE

Alvin Zodka & Sons, Limited

Wholesale & Retail Gas, Oil and Greases

"Service with a smile if you'll only wait awhile"

Open day in and day out throughout the week

Phone 46 **HOLDEN, ALBERTA**



STEVE'S HARDWARE

Steve P. Komarnisky Prop.

All Types of Hardware Supplies

Phone 25 **HOLDEN, ALBERTA**

You the people are cordially invited by the
Citizens of HOLDEN
 to visit the Cleanest and Fastest Growing Town on Highway No. 14
Town Council and Citizens of Holden



Purely '99' Station Holden



General Sales & Service Holden

Holden Directory

Accountant

H. W. Voigt

Auto Body Shops

Bel Machinery Ltd. — D. A. & E. R. Bell

Auto Supplies

Bush-Petrol — Holden Sales Ltd., Mike Zacharyuk, Arnold Berg
 Chevrolet Oldsmobile — Holden Sales Ltd.
 Mike Zacharyuk, Arnold Berg
 Dodge-DelSoto — K. James
 International Trucks — M. Rykessvold
 Plymouth-Chrysler — A. S. Pederson
 General Sales & Service

Banks

Royal Bank of Canada
 Alberta Treasury Branch

Barber

H. Tiedemann

Barristers

C. L. Leide & W. Craig

Beauty Parlours

Mrs. H. Tiedemann

Blacksmith & Welding

Bruce Budd

Bowling Alley

Nick's Coffee Shop

Churches

United Church — Wm. Reckert
 Lutheran Church — Rev. Allan
 Roman Catholic — Father Purcell
 Greek Catholic — Father Badoa

Construction Companies

Geniva Co. — W. Howie

Contractors — General & Building

Gebelous Bros.

John Labasko

Dairy

Madam Alberta Dairy Pool

Dodge

Dr. Gale

Druggist

V. Desbarrats

Dry Cleaning

Scena, Page & Caputo

Funeral Home

Andrew & McLaughlin

Garages

Olsen & Armstrong
 M. Gertson
 A. Zedko — Purely '99' Service
 Bell Machinery Ltd.
 General Sales & Service — A. S. Pederson
 Holden Sales
 J. Chauslik
 K. James

General Merchants

T. A. Leide
 Asan & Hardware
 T. Bilyk
 N. Chupko
 M. Black
 M. Souchak

Grain Companies

Alberta Pool — L. Bell
 Alberta Pacific Grain Ltd. — A. Zedko
 National Grain Co.
 United Grain Company — L. Sprague
 Seattle Grain Co. — Mason

Hardware Supplies

D. Allan Hardware
 Atlas Lumber Co.
 Stecy's Hardware Ltd. — Steve P. Koster

Hotels & Motels

Holden Hotel — J. J. Blase & P. P. Blase

Implement Dealers

Atlas Chalkers — J. A. Gribbous
 I. H. C. — M. Ruckert
 J. L. Case — J. A. Gribbous
 John Deere — Bulchak Bros.
 Massey-Harris-Ferguson — D. A. Bell
 Bell Machinery Ltd.
 Minneapolis-Moline — Olsen & Armstrong
 Oliver — K. James

Jeweller

Gordon Ash

Locker Service

Dustin & Lockers

Lumber & Building Supplies

Atlas Lumber Co.

Gibbous Bros.

Meat Markets

W. Doris

A. Haller

Newspaper

Holden Herald — Mrs. A. Farn

Oil Companies (Bulk)

U.P.A. Camp

'99' Service

Plumbing & Heating

J. Fedichko

Pool Hall

S. Kozensky

Postmaster

S. Bay's

Poultry & Feeds

Sam Black

Olsen & Armstrong

Restaurants & Cafes

Holden Hotel

Nick's Coffee Shop

Rex Cafe

Daisy Bar

Shoe Repairs & Sales

M. Kayk

Theatre

Paragon

Transport Company

Good

Wood, Coal, Gas, Etc.

Northern Utilities Gas Co.

TOWN OFFICERS

Mayor — B. Black

Secretary/Treasurer — N. L. Campbell

Commissioner — John Thorne, D. A. Bell

Board of Trade Secretary

D. A. Bell

GENERAL SALES & SERVICE

Festone Products
 Chrysler-Plymouth-Ford
 Texaco-Petroleum Products
 A. S. Pederson, Prop.
HOLDEN, ALBERTA



H. W. VOIGT

Public Accountant — Insurance Agent

C.P.A. — B.Sc.A.

Commissioner for Oaths

Phone 213 Box 36, HOLDEN, ALTA.

Innisfail

Population — 1,350.
Location — 15 miles south
of Red Deer
Highway — No. 2.

THE Alberta town with the euphonic name of Innisfail can trace its history back more than two full centuries to 1794 when Anthony Henday (or Hendry) is believed to have sighted the majestic Rockies from a vantage point in the area now occupied by this thriving urban centre. Active settlement of the area, of course, did not come for many years after that. By 1882 a few hardy pioneers are believed to have settled in the area, then called Poplar Grove, and by 1891 the settlement boasted a general store, lawyer's office, hotel and drug store. Growth since then has been almost continuous and today more than 1,350 persons live in the town.

Innisfail, less than 75 miles north of Calgary on No. 54 highway, is one of the biggest cattle and hog shipping centres of its size in the province, testifying to the profitable mixed farming pursued in the surrounding area. Annually, some 100,000 hogs and 4,000 head of cattle are shipped from here while district farms produce perhaps 1,000,000 pounds of top-grade butter for marketing. Canada Packers Ltd. built one of Alberta's largest and most up-to-date feed mixing plants here in 1948. Farmers specialize in Hereford and Shorthorn cattle and a number of the local breeders have won coveted fair honors with their entries. Grain-growing is also pursued with molting barley seed to be the largest single crop in an average year. This excellent trading area has a population of 4,600.

Innisfail has its own water and sewage systems. Calgary Power Ltd. furnishes electricity under a franchise. The municipal administration includes a town hall and fire department, engineer and clerk, building inspector and garbage collection service. The RCMP is responsible for policing. Local elevators have a capacity of 750,000 bushels.

The town assessment is in excess of \$1,500,000 (check) and the tax rate is .755 mills. Debt service indebtedness is \$258,744.50.



Weicker Hotel - Innisfail



Stramit Corporation - Innisfail

Innisfail has a thriving business community, its retail establishments including auto repair and supply agencies, insurance agencies, radio sales and service shop, a 40-room hotel, a tourist camp nearby, a creamery dealing in dairy produce, service stations and garages, general and specialty stores, and several industries such as Stramit Corporation (Alta.) Ltd., strawboard manufacturers, the Midland Pacific feed plant, the Canada Packers plant already mentioned and Independent Creameries Ltd. butter and milk plant.

Innisfail also boasts a fine municipal hospital, medical practices, a weekly newspaper — The Province, and several fine halls for social and political events. There are public and high schools, facilities and churches patronized by six congregations — Anglican, Baptist, Nazarene, Presbyterian, Roman Catholic and United.

Organizations active here are very numerous and they include Lions, Masons, IODE, Pythian Sisters, Orange Lodge, Junior Chamber of Commerce, Red Cross, Legion and Lions, and church affiliates.

Sporting enthusiasts have facilities in abundance here. There are five sheets of covered curling ice, an arena, golf course, riding club, ski club, swimming pool, athletic field and park.

The town is on the Calgary-Edmonton line of the Canadian Pacific Railway and is served by Greyhound Bus Lines via No.'s 2 and 54 highways.

Mayor —

Secretary-Treasurer —

Board of Trade Secretary —

STRAMIT
CORRUGATED LTD.

INNISFAIL
ALBERTA

STRUCTURAL & INSULATING PANELS
FIRE RESISTANT - RIGID
PLAN IT WITH STRAMIT
for
PARTITIONING ROOF DECKING



Independent Creameries Limited, Innisfail



Innisfail Auction Mart

THE WEICKER HOTEL

B H Weicker & Sons

WE SERVE THE BEST IN THE WEST

Phone 40

INNISFAIL, ALBERTA



Bluebird Corner Innisfail



Freeman Insurance Agencies, Innisfail

INDEPENDENT CREAMERIES LIMITED

Dealers in Dairy Products

MILK — CREAM — BUTTER — EGGS

BOWDEN
Phone 337

Head Office - INNISFAIL
Phone 32

LACOMBE
Phone 129

SHARP'S Auto Body Service

Chevrolet - Olds Cars - Chev Trucks

Phones: Bus. 40 - Res. 113

Herb Sharp, Prop.

INNISFAIL, ALBERTA



Freeman Insurance Agencies

ALL CLASSES OF INSURANCE

Stan Freeman, Prop.

Phone 61

INNISFAIL, ALBERTA



BLUEBIRD CORNER

SERVICE STATION

MOTEL

COFFEE SHOP

Phone 388

Situated on Highway No. 2

INNISFAIL, ALBERTA

Innisfail Directory

Accountant

J. Campbell

Ambulance Service

P. Duffield

Auto Body Shops

Sharp's Auto Body Service — H. Sharp
Innisfail Motors — H. Jensen

Auto Supplies

Buck Pumps — Lundgren & Hoffer Motors
O. Lundgren & L. Hoffer
Chevrolet-Cadillac — Sharp's Auto Body
Service, H. Sharp
Dodge DeSoto — A. & B. Motors, A.
Sorgren
Ford Mustang — Remington Motors, J. K.
Remington
International Trucks — Laughlin Service,
M. Laughlin
Mercury Motor — Innisfail Motors
Norman Jensen
Plymouth-Chrysler — Churchill's Garage
P. Churchill

Bakery

Percy's Bakery R. H. Percy

Banks

Royal Bank of Canada
Provincial Treasury Branch
Bank of Nova Scotia

Barbers

L. V. Kirkham, Barber
W. Fife, Barber

Barmistress

M. Page
S. E. Freeman W. J. O'Hall

Beauty Parlour

No-Day — Mrs. H. Stewart

Blacksmith & Welding

Dallas Blacksmith — Dallas Bros.
Jack Blacksmith — Joe Glasgow
Moore's Blacksmith — T. O. Moore

Chiropractor

W. H. Ford

Churches

United Church Rev. H. B. Ricker
Anglican Church Rev. D. S. Pitt
Presbyterian Church Rev. W. D. Katcher
Methodist Church Rev. V. Dapies
Baptist Church Rev. L. O. Ruser
Catholic Church — Father Forczyk

Construction Companies

Scott & Ploness — Gravel & Earth Moving
Equipment

Contractors — General & Building

Wm. Peters & Son, A. Ritze
Wm. Kirkham A. McKeehan

Dairy

Independent Creameries Ltd.

Dealers

Dr. C. J. Greene

Doctors

Capetown Clinic — Dr. Capetown & Dr.
Lester
Dr. Callaway & Dr. McIlroy
Dr. Redcott

Druggists

Innisfail Drugs — H. Macdonald
Jackson Drugs Ed Jackson

Dry Cleaning

Central Cleaners J. Hopkins

Electrical Appliances Sales & Service

Llewellyn Electric L. J. Llewellyn
Meyers Electric & Radio J. A. Meyers
Radiolux A. L. Campbell

Funeral Home

Duffield's Funeral Home — P. Duffield

Garages

Innisfail Motors Ltd.
Remington Motors Ltd.
Lundgren & Hoffer Motors
Churchill's Garage
Sharp's Auto Body Service — H. Sharp
Whitlock Garage

General Merchandise

O. W. West & Son
Innisfail Dist. Co-op Assn.
J. V. Harcourt & Sons
The New Globe Store
Koromann, Scott J. H. Matzoff
Quality Shop Mrs. P. Ross
O. & M. Store — G. Pignatelli
Pied's Food Market
Black & White Groceries — H. Strand-
man
Jenkins Groceries

Grain Companies

Alberta Wheat Pool A. Bellie
Redwood Grain Co. Ltd. O. Lovell
United Grain Growers Ltd. Elevator No. 1
J. E. Chisum
United Grain Growers Ltd. Elevator No. 2
B. McNeill
United Grain Growers Ltd. Elevator No. 3
H. H. Carr
Pioneer Grain Co. Ltd. — A. Flett

Hardware Supplies

Baroque Hardware
Fox Bros. Hardware — Marshall Wells
Sons
Scott Hardware

Hospital

Innisfail Municipal Hospital

Hotels & Motels

Innisfail Hotel
Blackbird Cabin
Town of Innisfail Trailer Park
Waikar Motel — Bill Waikar & Son

Implement Dealers

Allen Cashman — Lindsay Equipment
C.C.I.L. C.C.I.L. Branch Distribution
Centre, Jack Thompson
Cashman — T. O. Moore
L.L.C. Llewellyn's Service
J. I. Case — Lundgren & Hoffer Motors
John Deere Gordon & Sons
Massey-Harris Ferguson A. B. Motors
Molineux-Moore Innisfail Sales &
Service

Insurance & Real Estate

Innisfail Agencies — H. McDonald
Provan Insurance Agencies — E. Freeman
Scott & Davies

Jewellers

O. T. Ingham & Son
Auld Jewellery Store H. McDermott

Laundry

Dong Wing Laundry

Libraries

Innisfail Library

Locker Service

Innisfail Dist. Co-op Assn. Locker

Lumber & Building Supplies

Crown Lumber Co. Ltd.
Revelstoke Sawmill Co. Ltd.

Manufacturers

Straw Corp. Alta. Ltd.

Meat Markets

Margatroy Bros.
Owen Meat Market
Innisfail District Co-op Assn.

Newspapers

Innisfail Province — Hap Clark
Innisfail Reporter

Oil Companies (Bulk)

Imperial Oil Ltd.
British American Oil Co. Ltd.
Great West Distributors
Maple Leaf Oil
Purty Service

Painters & Decorators

E. & R. Darcy
Jack Crowther

Photographers

MacGillivray Studio

Plumbing & Heating

A. Lennart United Service

Pool Hall

Innisfail Billiards H. Langvin

Postmaster

W. Murphy

Poultry & Ferts

Innisfail Electric Hatchery
Canada Packers Feed Mixing Plant
United Grain Growers Feed Mixing Plant
Radio & Television Sales & Service
Rector — A. L. Campbell

Restaurants & Cafes

Mike's Coffee Shop The Inn Coffee Shop
The Grill Innisfail Confectionery
The Club Cafe Bluebird Corner

Schools

Innisfail High School — P. Collins
Innisfail Public School — W. Burch

Shoe Repairs & Sales

T. Tashchuk & Son

Taxi

Ped. Tokaryk

Theatre

Royal Theatre

Tourist Camp

Town of Innisfail Trailer Park

Transport Company

Marlene Garage

Vulcanizing

Young's Tire Repair

Wood-Coal-Gas-Elec.

Revelstoke Sawmill Co. Ltd. — coal

Alberta Pacific Grain Co. — coal

United Grain Growers — coal

National Grain Co. Ltd. — coal

TOWN OFFICERS

Mayor — J. K. Remington
Secretary-Treasurer — R. A. Little
Councillors — O. Lundgren, L. F. Kirkham,
J. Campbell, H. McDonald, S. Savarino,
W. Churchill

Board of Trade Secretary

Harry Low

SCOTT and DAINES

Real Estate and Insurance
Auction Market Sales every Wednesday

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Radio Sales and Service — Television
Authorized Dealers Philips and Crosley
Electric Repairs and Appliances

A. L. Campbell, Prop

INNISFAIL, ALBERTA

Innisfree

THE village with the poetical name of Innisfree, located on No. 16 highway between Lloydminster and Edmonton, is the trading centre for a mixed farming population of some 2,000. The black loam land has an average valuation of \$30 per acre and average crop yields are wheat, 25 bushels per acre, oats, 60, and barley, 40. Aberdeen Angus and Hereford purebred herds are kept by a number of district farmers and, as well, there are some dairy herds, while swine are numerous.

Innisfree, with a population of 345, receives transportation service from Greyhound bus lines and the Canadian National Railways. There are sewer and water facilities and electric power is supplied by Canadian Utilities. There is a volunteer fire brigade maintained.

Assessment of village properties totalled \$510,000 in 1955, the tax rate was 44 mills and the local debt, \$120,000. Business establishments include service stations, auto suppliers, implement dealers, four

Population -- 345.

Location -- Between Lloydminster and Edmonton.

Highway -- No. 16.

general stores, five elevators with 300,000 bushels capacity, a bank branch, a hotel and two cafes, a theatre, and insurance and real estate agencies.

There are three churches. Ukrainian Greek Catholic, Greek Orthodox and United, a public and high school, a community hall, and sports grounds.

Innisfree is located in the Rural Municipality of Minburn, No. 71. Paul Kaminsky, Innisfree, is reeve and Roy May of Manville, secretary-treasurer.

Mayor -- H. S. Atkins

Secretary-Treasurer -- W. D. Tym

Board of Trade Secretary -- A. M. Sisk

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A. J. LeBeau, Prop.

Repairs to All Makes of Cars and Trucks
It's a pleasure to serve you Imperial Oil Products

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INNISFREE HOTEL & COFFEE SHOP

M. Kozma, Mgr.

HOT and COLD WATER in ALL ROOMS

HOME COOKED MEALS

FULLY LICENCED

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INNISFREE, ALBERTA

Innisfree Directory

Auto Supplies

International Trucks -- Innisfree Hardware,
Phyllis West.

Plymouth-Chrysler -- Standard Sales &
Service, A. Schmidt, A. Dobbler.

Banks

Canadian Bank of Commerce -- C. C.
Walker.

Barbers

Edward Gack.

Blacksmith & Welding

Ben Kalls.

Chapbooks

United -- Rev. Helmer
Ukrainian Catholic -- Fr. Fedoryk
Greek Orthodox.

Electrical Appliances Sales & Service

Nico's Novelties -- Nick Dobalchuk
Myra Radio Shop -- Cof. Myles.

Garages

Corner Esso Service Alex. Lebeaux
North Star Service
Innisfree Motors -- Harry Mythenac
Standard Sales H. Schmidt -- A.
Dobbler.

General Merchants

Red & White -- Chasik Bros.
Farmer Store -- Abe Spavakow
Arlene Store -- Tommy Agles
Coop Store -- Joe Kankish.

Grain Companies

Wheat Pool -- G. Thomson
United Grain Growers H. Trese
Alberta Pacific -- M. Day
National Grain -- R. Garton
Seale Grain -- Fritz Wapinski.

Hardware Supplies

Innisfree Hardware -- Phyllis Neetham.

Hotels & Motels

Innisfree Hotel -- M. Kozma & Son.

Insurance & Real Estate

A. Correll
W. D. Tym Agencies.

Implement Dealers

Cookshank -- W. D. Tym
J.H.C. Phyllis Bros.
J. J. Case -- Standard Sales, Schmidt &
Dobbler.
John Deere -- Pat's Hardware P.
Harmon
Manny-Mary-Ferguson -- Frank Stepanik
Oliver -- W. D. Tym.

Lumber & Building Supplies

Crown Lumber A. Sisk.

Meat Markets

Innisfree Meat Market H. Ferguson.

Oil Companies (Bulk)

Imperial Frank Stepanik
British American -- John P. Hiss.

Pool Hall

Innisfree Billiard Hall -- H. Fiedrich
S. Kalls.

Postmaster

W. C. Taylor.

Restaurants & Cafes

Hotel Coffee Shop -- M. Kozma & Son
American Cafe May Tay
Smart's Coffee Shop -- Mary Smart.

Shoe Repair & Sales

Tom Twardy.

Theatres

I.O.O.F. "Innisfree Theatre".

Transport Company

A. & R. Van Lue -- Alex. Lebeaux.

TOWN OFFICERS

Mayor -- H. S. Atkins
Secretary-Treasurer -- W. D. Tym
Councillors -- Harry L. Phyllis, John
Andrich.

Board of Trade Secretary

A. M. Sisk.

Irma

ON the Canadian National Railways mainline between Saskatoon and Edmonton is the town of Irma, trading centre for a mixed farming community of some 1200 people. Population of the town itself, incorporated in 1908, is 353. Irma is also on No. 14 highway southeast of Edmonton, situated about halfway between Wainwright and Kinsella. Once-daily bus service is provided by the Sunburst lines.

The town's property assessment was \$350,000 in 1954 and the tax rate, 37 mills, there is no municip. debt. Calgary Power and Northwestern Utilities (both) supply electrical energy. Natural gas was piped in five years ago. Business outlets include a hotel, two cafes, several implement agencies, four garages, four grain elevators, two auto suppliers, transport companies, three general stores, hardware, and insurance and real estate offices. There is also a weekly newspaper, The Times.

Population — 353.
Location — Between Wainwright & Kinsella.
Highway — No. 14.

Irma has a 16 room school with nine teachers, a municipal hospital district and a Legion Hall. There are many active organizations, including the Legion branch, Elks, Masons, L.O.B.A. and 4-H beef and grain clubs. There are three churches here: United Missionary Alliance and Anglican.

The medium type farm land in the surrounding district is valued at \$30 per acre. Herefords and Aberdeen Angus purebred herds are maintained in this T.B. and Bangs' disease testing area.

Irma is in the Rural Municipality of Wainwright No. 61. The reeve is Vern Sampson, Irma, and the municipal secretary A. C. Charter.

Mayor — Vern Sampson
Secretary-Treasurer — A. C. Charter
Board of Trade Secretary — Ross McFarland, Jr.

GRATTON VIEW HOTEL

Frank Drenwicz, Mgr.

Fully Modern Dining Room and Cafe in Conjunction
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IRMA, ALBERTA



CENTRAL GARAGE

Pontiac - Buick - G.M.C. Trucks
Oliver Farm Equipment

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IRMA, ALBERTA



Irma Directory

Auto Body Shops

Gage Pontiac

Auto Supplies

Bark-Pontiac — Wilfred Symington,
Central Garage
International Trucks — Clifford Jones

Banks

Bank of Montreal
Treasury Branch — A. C. Charter

Barbers

Charles Mow

Beauty Parlours

Mrs. P. Loomis

Blacksmith & Welding

Gerald Hunt

Churches

United Church of Canada — H. W. Engler
Missionary Alliance — N. V. Addams
Anglican Church

Electrical Appliances Sales & Service

Car Angus
Fred Jack Hardware
Irma Co-op

Garages

Central Garage — Wilfred Symington
Pondition Garage
Andy & Bill's Garage — Wm. Kachman
Andy Purdie
Ed Hange
Hansen's Service — Bob Hanson

General Merchants

J. C. McFarland & Co.
Irma Group — Vic Torrance
Fred Jack Hardware

Grain Companies

National Grain Co. — V. E. Sarason
Alberta Wheat Pool — H. C. Nicom
Sask. Grain Co. — Colin Des Jardins
United Grain Growers — A. C. Miller

Hardware Supplies

Fred Jack Hardware — Alfred Jack
Irma Co-op — Vic Torrance

Hospital

Irma Municipal Hospital District No. 55

Hotels and Motels

Gratton View Hotel — Frank Drenwicz

Insurance & Real Estate

A. C. Charter
Williams, Mason

Implement Dealers

Allen Chisholm — Karl Angquist
C.G.I.L. — Co-op
Cochran — Bob Hanson
I.H.C. — B. E. Jones
J. I. Case — Pondition Garage
John Deere — Carl Asselin
Massey-Harris-Ferguson — Vic Hodgson & Co.
Oliver — Wilfred Symington, Central Garage

Locker Service

Larry Meier

Lumber & Building Supplies

Imperial Lumber — Herb Black

Meat Markets

Co-op — Vic Torrance
Larry Meier

Newspaper

Irma Times — Mrs. Harry Riew

Oil Companies (bulk)

Imperial — P. E. Jones
North Star — Vic Hutchinson & Co.
B.A. Oil Co. — Carl Angquist

Pool Hall

E. H. Butler

Postmaster

J. C. Karsdun

Poultry & Feeds

United Grain Growers

Restaurants & Cafes

Sam Pond
Gratton View

Schools

High School — Donald High Guns

Theatres

Irma Theatre

Transport Companies

Glen E. Macdonald
Leo J. Shaw

Wood, Coal, Gas, Etc.

Northwestern Utilities

TOWN OFFICERS

Mayor — Vern Sampson
Secretary-Treasurer — A. C. Charter
Commissioner — Wilfred Symington, Clifford P. Jones

Board of Trade Secretary

Gary Jones, Pres.
Ross McFarland, Jr.

**SHOP 9 to 9
6 NIGHTS
A WEEK**

the
**STORY PLAIN ROAD
WEST FROM
149 STREET**

the STRIP

Jasper Place

JASPER PLACE is a booming town on Edmonton's western outskirts. Like the metropolis beside which it is located, Jasper Place has in recent years enjoyed a phenomenal growth. Until 1956, the settlement was part of the rural municipal district of Stony Plain No. 84. At the time of separate incorporation as an urban centre it had a population of some 6,000; today there are 14,000 residents in Jasper Place and their numbers are increasing rapidly. Coinciding with this rapid expansion and helping to explain it has been the remarkable growth of business and entertainment outlets along 'The Strip,' where town residents and thousands of Edmonton visitors may shop around the clock, from nine to nine each night, six days a week.

Among the many and varied business enterprises found in Jasper Place are several top-rated cafes, restaurants and dine-and-dance establishments, some of them open 24 hours daily, numerous retail, and department stores specializing in everything from ladies', men's and children's ready-to-wear garments, groceries, and hardware to nick-nacks and bric-a-brac; four motels and a hotel, two auto body shops, three drug stores, two construction companies, a furrier, more than a half dozen service stations, a dry cleaning establishment, electrical appliances outlet, two resident doctors, two legal firms, two bank branches, a bowling alley, several insurance and real estate agencies, lumber and building supply companies, a photographic studio, a newspaper - The Citizen, two plumbing and heating firms, taxi companies, two movie theatres, a tourist camp and a shoe repairer.

Indicative of the size and value of many of these commercial enterprises is the town's taxable assessment

Population — 14,000

Location — Edmonton suburb

Highway — Nos. 16 and 6.



CFMTV building outside of Edmonton on Jasper Highway

which in 1955 totalled \$7,137,050. The tax rate was 46 mills and the local debenture debt \$1,116,209. Jasper Place, of course, enjoys all the services of a big city and has installed 2½ miles of water mains and over seven miles of sewer mains in order to service many of the 2,200 residences and business establishments. Electrical light and power and natural gas heating are also provided to the inhabitants. Residents enjoy the best transportation facilities because of the proximity to Edmonton and in addition Diamond Bus Lines service the community. The town is on Nos. 16 and 6A highways.

Jasper Place has 16 schools, seven of them supported by public school ratepayers and the remaining three



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NELLIE'S SOUTHERN AIRE

DINE AND DANCE — OPEN DAILY EXCEPT MONDAY

3 Miles West on Jasper Highway No. 16

DELICIOUS SOUTHERN FRIED CHICKEN

DEEP FRIED JUMBO SHRIMP

DRY RIBS BAR-B-Q SAUCE

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Reservations

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John W. Horan, Owner

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Tel. 81218-22612

JASPER PLACE, ALBERTA



Horan's Hardware Jasper Place

supported by separate school, burgesses. There are four sub post offices attached to the main Edmonton Post Office here. Fire and police services are modern and managed by local chiefs. The Sherwood community hall and the Legion hall, are often the locales for Jasper Place social events, which are numerous. Active organiza-



Westlawn Lumber Co. — Jasper Place

WESTLAWN LUMBER CO.

16405 Stony Plain Road

★ Custom Planing

★ Fir and Spruce Lumber

Geo. More, H. Markstrom, D. Neudoly, Props.

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ETHERINGTON DRUGS

W. A. Etherington, Prop.
Your Home Town Dispensary
PHONE 801145

15202 Stony Plain Road

Jasper Place, Alta.



Etherington Drugs Jasper Place

zations include the Legion, the Chamber of Commerce, the Lions Club, five Home and School groups and two Community Leagues.

Mayer — J. M. Stone

Secretary-Treasurer — W. F. Broadstock,



Tic Toc Toggeries — Jasper Place

"On The Strip"

TIC TOC TOGGERIES

Ladies', Men's and Children's Wear
GIFTS, NOVELTIES & SOUVENIRS
"Your Store of a Thousand Items"

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Phone 801152

Mrs. Elva E. Hawkins, Prop.

Jasper Place, Alta.

"On the Strip"
MILLER REXALL DRUGS

Stan L. Miller Prop.
 Your Jasper Place Rexall Druggist
 15549 Stony Plain Road

Phone 801639 Edmonton Exchange



Miller Drugs — Jasper Place

Plant & Yard: 170 Street and Stony Plain Road

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 and Building Materials

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 John Rosen, Prop. Edmonton, Alberta



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Delivery van of Miller Southern Ave.



Edwards Electronics Shop — Jasper Place



Interior of Lariat Cafe in Jasper Place



Hi-Way Hardware at Jasper Place



**CLOCK SHOPPING
 CENTRE LTD.**

Clock Supermarket + Clock Variety Store
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 EDMONTON, ALBERTA



HI-WAY HARDWARE

John J. Dorevich John Lepchuk, Owners

FULL LINE OF HARDWARE
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15620 Stony Plain Road
 Phone 801662 Jasper Place, Alta.

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Trixie's Motel Jasper Place



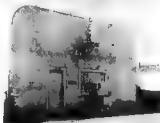
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 "Where Taste, Service and Quality is a Reminder"
LARIAT CAFE
 FOR STEAKS AT THEIR BEST
 Open 24 Hours
 Parking Space Galore Steve Sikora, Owner
 15543 Stony Plain Road JASPER PLACE, ALTA.

Jasper Place Directory

Auto Body Shops

Hack's Auto Body Shop — H. Perlend
 Wilks Body Shop — C. Wilks

Bakery

Jasper Place Bakery
 Hollands Bakery

Bank

Canadian Bank of Commerce — R. Moody
 Bank of Montreal — E. Clark

Barbers

R. Primo
 W. J. Gibson
 A. Mytychuk
 O. W. Dabrook

Barriers

Coleby & Kennedy
 Hugh Patrick MacDonald

Beauty Parlours

O. W. Dabrook

Blacksmith & Welding

Jasper Welding — O. Denys

Bowling Alley

Arctic Bowl — L. Jordan

Chiropractor

D. F. N. MacKee

Construction Companies

Halley Construction — A. J. Halley
 A. Platten Platten Bros.
 Neil Construction — C. A. Neil

Contractors — General & Building

M. Belletier, W. Vardell

Doctors

Dr. D. G. McAlpine
 Dr. Ian Buchanan

Druggists

Etherington Drugs — W. EYERINGTON
 Clock Drug Store — B. KERRY
 Miller Drugs — STAR MILLER

Dry Cleaning

Continental Cleaners & Dyers — G. Kops

Electrical Appliances Sales & Service

Edwards Electronics — J. EDWARDS
 Star Radio Co. — S. Speke
 Home's Hardware — JOHN W. MORAN

Furs

Ray West Furriers

Garages

MacKenzie Service — R. J. MacKenzie
 Wright's Garage — H. Wright
 Apex Motors — R. Moore
 Jasper Place Garage — A. Geis
 Premium Service — R. J. MALAY
 Jasper Auto Service — J. Valdemart
 City Liner Garage — A. J. Aracoe
 Westtown Service — P. J. Norris

Gas Station

Premium Service — R. J. Holat

General Merchandise

Grady's Ladies' Wear — ABE FAIBISH
 Corner Supply — C. Case
 City Light Store — K. Speers
 Dene's Meat Market — D. Young
 Jasper Place Grocery — W. L. Sweeney
 Westtown Grocery — D. Romanik
 Greenwood Grocery — D. Grant
 H-Way Hardware — J. J. Davidchuk
 Home's Hardware — J. W. Moran
 Mytychuk's Confectionery — A. Mytychuk
 The Tee Toggies — E. HAWKINS
 Birnie's Grocery — J. H. Birnie
 A & P Grocery — A. Serreson
 Jasper Place Community Store
 E. Brocklebury
 Wright's Grocery — H. Gotscheke
 Cash Foods Ltd.
 Ellis's Meats & Groceries — A. J. Ellis
 CLOCK SHOPPING CENTRE LTD
 Jasper Place Department Store
 CHARLES SILVER

Hardware Supplies

Imperial Lumber Co. — S. West
 Home's Hardware — JOHN W. MORAN
 H-Way Hardware — JOHN J. DAVIDCHUK
 John Lepchuk

Hotels & Motels

Jasper Motel — L. Bellard
 Shona's Motel — J. M. Stone
 Clock Motel — H. A. McCornick
 Triola's Motel — C. F. BOWEN
 Orleans Motel — C. Geier

Insurance & Real Estate

Home & Gardens — E. Tufford
 Maes Realty — J. Maes
 L. T. Milton Real Estate — A. Stuart
 Osborne Real Estate — R. A. Osborne
 Harry Walker & Co. — H. Walker

Lumber & Building Supplies

Barton's Lumber — MILT BURTON
 Westtown Lumber — GEO. MOROTROM
 Imperial Lumber Co. — S. West
 Direct Lumber Co.
 City Lumber Co. — JOHN ROSEN

Newspaper

"The Citizen" — Mrs. M. Robertson

Night Club

Nellie's Southern Aire—NELLIE GOWARD.
 ALF GEORGE

Photographers

Myers Photos

Plumbing & Heating

Stewart's Sheet Metal — D. C. Stewart
 Hunter's Sheet Metal — E. T. Hunter

Pool Hall

Que Steen

Restaurants & Cafes

Ken 'n' Bop Cafe — Mr. & Mrs.
 BUTCHER
 Lariat Cafe — STEVE SIKORA
 Nellie's Southern Aire—NELLIE GOWARD.
 ALF GEORGE

Schools

West Jasper Place — H. E. Stader
 Cassara — T. Eichenlaub
 Brightview — R. T. Dick
 Sherwood — Mr. C. Schramm
 Glendale — A. Newman
 High Park — A. V. Bousier

Shoe Repairs & Sales

Fred Hiescher

Taxi

Bavel — H. Unger
 Ballester — G. Broussard
 Mac — J. McCann

Theatres

Tivoli — A. Stensland
 Jewel — J. Clemenson

Tourist Camps

Rainbow Cabins — G. Ballester

Vulcanizing

Jasper Place Tire Shop — P. Salvan

TOWN OFFICIALS

Mayor — J. M. Stone
 Secretary-Treasurer — W. F. Bivinschuk
 Councillors — R. P. Lambert, R. D. Bader,
 Mrs. Doris Davidson, K. Light, E. O.
 Newman, M. Panchytos

BURTON'S LUMBER

FOR BETTER BUILDING SUPPLIES

16026 Stony Plain Road, Jasper Place, Alberta

Phone 801061-802548

Milt Burton, Owner



PREMIUM SERVICE

R. J. Holat, Prop.

16120 Stony Plain Road

Phone 801749

JASPER PLACE

Kinsella

THE village of Kinsella has given its name to the fabulous natural gas field in the surrounding area southwest of Edmonton. The urban municipality is on the Canadian National Railways mainline and on No. 14 highway over which Sunburst buses travel daily.

Kinsella, home for 200 people, caters to a mixed farming district populated by some 500 persons. The black loam farm lands bearing an average value of \$20 per acre, has average yields of 15 bushels of wheat per acre, 30 bushels of oats, 25 bushels of barley, and 20 bushels of rye. Purebred cattle, mostly Herefords, and purebred

hogs and sheep are kept by a number of the area's farmers. There are also a sizeable number of mixed dairy herds.

Kinsella's business enterprises include a fully-licensed hotel, two general stores, two garages and service stations, implement dealers, bulk oil stations, two cafes and fuel suppliers. There is a United Church here, a town hall centre of many social activities, and a six-room school. Active organizations include the Canadian Legion branch and the Elks Lodge.

Kinsella has electrical service, a private sewer and water system and, of course, natural gas heating.

Curling, skating and softball are among the most popular sports engaged in.

Kinsella is in the Rural Municipality of Beaver, No. 73. The reeve is Rozmakel, Viking and the secretary-treasurer is J. Latreneau.

Overseer —

Secretary-Treasurer —



Kinsella Hotel

G. B. PATERSON

The RED and WHITE Store

Groceries, Dry Goods, Boots and Shoes, Clothing,
Cops, Hardware and Harness

KINSELLA, ALBERTA

Barker & Brown Service Garage

J. A. Barker & W. P. Brown, Props.



COCKSHUTT FARM EQUIPMENT

Phone 2

KINSELLA, ALTA.

Kinsella Directory

Barber

Bruce Davis

Blacksmith & Welding

Mike Uniooski
Barker & Brown

Churches

United Church Rev. Knight

Transport Company

Gus Hochstet

Garages

Blow & Rugles
Barker & Brown Service Garage
J. A. BARKER & W. P. BROWN

General Merchants

Gus. Paterson RED & WHITE
Simmons & Ross — General Store

Grain Companies

United Grain Growers — C. M. Barker

Hardware Supplies

Simmons & Ross
G. B. PATERSON

Hotels & Motels

Kinsella Hotel CLARA & CURLY
LODGE

Implement Dealers

Cockshutt — BARKER & BROWN
Oliver — Simmons & Ross

Lumber & Building Supplies

Simmons & Ross

Oil Companies (Bulk)

Imperial Oil BARKER & BROWN
SERVICE GARAGE
E.A. Oil — Ritz

Pool Hall

Bruce Davis

Postmaster

Bruce Davis

Restaurants & Cafes

Curly Lodges
Henry Nelson

Schools

Kinsella School Gayler

Shoe Repairs & Sales

G. B. PATERSON

Wood, Coal Gas, Etc.

Northernman Utilities

TOWN OFFICERS

Mayor —
Secretary-Treasurer —
Councillors — W. D. Johnston

Board of Trade Secretary

Kitscoty

NEAR the western edge of Alberta's and Saskatchewan's Lordminster black oil field is the village of Kitscoty, 150 miles east of Edmonton on No. 16 highway leading to the capital. The village, with 300 residents, centres a mixed farming district wherein most farmers raise cattle and hogs, some also producing dairy products in addition to grain growing. Average yields of 25 bushels per acre for wheat, 60 bushels for oats and barley are obtained from the heavy clay and black sandy loam farmlands, valued at an average \$30 per acre. Four elevators with a total capacity of 350,000 bushels cater to the district's grain growers and their families who make up most of the 2,000 rural residents.

Kitscoty is on the Canadian National's branch line between Saskatoon and the Alberta capital. Greyhound buses pass through twice daily in each direction. The village's taxable assessment in 1955 was \$200,000, the tax rate was 60 mills and the debenture debt, \$80,000. This last was incurred for a sewer and water system which was being installed in 1955. Kitscoty also enjoys natural gas heating and obtains electricity from Canadian Utilities Ltd.

Population — 300.
Location — 150 miles east of Edmonton
Highway No. 16.

Principal businesses include two general stores, a meat market, a hardware, a transport business, two implement agencies, auto suppliers and service stations, construction and repair companies, a local doctor and law office, a drug store, an electrical appliance store, a hotel and insurance agency.

There are two church congregations, Anglican and United a combined public and high school with two dormitories, two halls, a 20 acre sports ground and a children's playground. The Board of Trade is active here, promoting Kitscoty's claim to be the gateway to fishing lakes just beyond the North Saskatchewan river. The village is proud of its band and its senior and junior choirs, too. There is a volunteer fire brigade and a constable retained by the council.

Kitscoty is in the Rural Municipality of Vermilion River No. 71, with offices in the village. The reeve is J. Kelly and the secretary Joseph Baty.

Overseer — John Dale.
Secretary-Treasurer — James McCorry.
Board of Trade Secretary — James McCorry.

KITSCOTY HARDWARE

J. W. Tipper, Prop.
Phone 11
KITSCOTY, ALBERTA
P.O. Box 14

McLEAN'S MEAT MARKET

Anche McLean, Prop.
Livestock Buyer Exclusively - Auctioneer
Livestock Trucking
Phones: Meat Market 31 - Stockyard 27 - Res. 34
KITSCOTY, ALBERTA

Kitscoty Directory

Accountant
P. O. Bennett

Auctioneer
ARCHIE McLEAN

Auto Supplies
Ford-Monarch Cecil Cassels
International Trucks — ED BLAIR
Plymouth-Chrysler — Ken C. Gray

Treasury Branch — Alan Baty, mgr.

Barber
Peter McCafferty

Barriester
James McCorry, Q.C.

Blacksmith & Welding
Ernest H. Shappard, blacksmith
Ed. Stewart, welding

Churches
United Church — Rev. B. N. Harrison
Church of England — Rev. A. Potter

Contractors — General
Jack Potter
Karl Phillips

Doctor
Dr. A. H. Sweet

Druggist
Doug Sandries — Herbert Stokes

Electrical Appliances Sales & Service
J. W. Tipper

Gauges
Gensco Motors — C. Gannon
Kinross Motors — K. C. Gray
Ed. Stewart, filling station

General Merchants
V. C. Storey, Gen. Store
R. O. Trank, Gen. Store

Grain Companies
United Grain Growers Ltd. — E. O'Connor, agent
Alberta Wheat Pool — M. Christensen, agent
Alberta Pacific Grain Co. — F. R. Speltz, agent
National Grain Co. — R. S. Leighton, agent

Hardware Supplies
J. W. Tipper KITSCOTY HARDWARE

Hotel
Kinross Hotel — Ronald Angus

Insurance & Real Estate
Alan Baty
P. O. Stewart

Implement Dealers
E. H. C. — ED. BLAIR
Oliver — Ed. Stewart

Lumber & Building Supplies
Bessar (Alberta) Lumber Ltd.
Earl Phillips

Meat Market
ARCHIE McLEAN
Oil Company (Bulk)
Imperial Oil Products — F. E. Soper

Plumbing & Heating
J. W. Tipper

Pool Hall
Peter McCafferty

Restaurant
The Royal Cafe — Bill Chew

School
Kinross High School — J. A. Smith, principal

Shoe Repairs & Sales
Thos. Stephenson

Transport Companies
Mitchell Transport — BOYD MITCHELL
Miller & Son

TOWN OFFICIALS
Mayor — John Dale
Secretary-Treasurer — James McCorry
Councillors — Herbert Stokes, Ken C. Gray

Board of Trade Secretary
Jas. McCorry

MITCHELL'S TRANSPORTS

GRAIN GRAVEL LIVESTOCK
Big or small, we haul them all.

Phone 45 KITSCOTY, ALTA. P.O. Box 120



EDWARD BLAIR

Farm Equipment - Trucks - Tractors
Elephant Brand Fertilizer
Parts and Service

Phone 26 KITSCOTY, ALTA.

Lacombe

EIGHTY-ONE miles south of Edmonton at the cross-roads of Nos. 2 and 12 highways is the town of Lacombe, trading and social centre for a prolific mixed farming district populated by some 6,000 persons. The town itself, where more than 2,800 reside, is named after the famed Oblate missionary, the late Father Lacombe. The name was given to the townsite by the Canadian Pacific Railway in 1893 to honor the Catholic missionary's endeavors with the Indians.

Lacombe's district farm land is black cam and it is said to have an average valuation as high as \$100 per acre. Average grain yields for the long term are 22 bushels per acre for wheat, 27 bushels for oats, 22 bushels for barley and 18 bushels for rye. Large numbers of purebred livestock are kept, including herds of Herefords, Shorthorns, Holsteins and Jerseys, the annual bull sale has been a continent-wide attraction for many years. At the 1951 sale, for example, 458 beef cattle sold for \$328,590. There is a federal ex-

Population — 2,800.
Location — 81 miles south of Edmonton.
Highway — Nos. 2 and 12



Lacombe's main business section



The new Lacombe school

perimental farm at Lacombe, too, another indication of the district's agricultural productivity. The farm covers over 1,700 acres.

Lacombe, served by CPR lines and a large number of buses daily, has all the modern amenities. Natural gas supplied by Northwestern Utilities Ltd., electricity by Calgary Power and also water, and a sewage system owned by the town. The municipality also provides police and fire protection. The net taxable assessment in 1955 was \$3,405,600, the tax rate 48 mills. Among the many business establishments are numerous auto suppliers and service stations, general and specialty stores, a creamery, drug stores, electrical appliance stores, hardware stores, hotels and motels, implement dealers, realtors, lumber suppliers, a newspaper — The Globe, and plumbing and heating services. Local elevators have a capacity of 263,000 bushels.

Lacombe has seven church groups. Anglican, Calvary Tabernacle, Baptist, Presbyterian, Roman Catholic, Seventh Day Adventists and United. The municipal hospital has a 50-bed capacity and six physicians reside in the town as well as three dentists and an optometrist. There is a regional library, too. There are two public schools, a collegiate and a Union college maintained by the

Adventists. Organizations are very numerous and include many branches and lodges of well-known service clubs, fraternal societies and church affiliates. Sports are actively pursued and the Memorial Centre here is a favorite locale for social events.

Lacombe is in the Rural Municipality of _____
The reeve is A. B. Haarstad and the secretary is H. C. Hopkins.

Mayor — A. E. Ellis

Secretary-Treasurer — F. W. Lacey

Board of Trade Secretary — Ralph Greene



Lacombe Hospital

MAINLINE MOTORS LIMITED

Andy Whyte, Prop.



Repairs to all makes of cars and trucks.

Phone 53

LACOMBE, ALTA.





Ferguson Brothers

J. I. Case Farm Implements
Chrysler & Plymouth Cars
Ford Trucks

Phone 107

LACOMBE



Independent Creameries Ltd.

Dealers in Dairy Products
Milk - Cream - Butter - Eggs

LACOMBE, ALBERTA

Lacombe Directory

Accountant

Stuart & Lindberg
Duncan Stuart

Ambulance Service

Brown & Johnson

Auto Body Shops

Pope's Body Shop — Vol. Pope
McTaggart Motors — Geo. McTaggart

Auto Supplies

Buck-Pearce — Adamson Motors
Chrysler-Oldsmobile — McTaggart Motors
Dodge-DeSoto — Wilkins Motors
Eaton Jones
Ford Motors — NADLINE MOTORS
International Trucks — N. Miller
Mercury Motors — Paulsen Motors
Plymouth-Chrysler — FERGUSON
BROTHERS

Bakery

Avery's Bakery — William Avery

Banks

Bank of Montreal — Fred Penner, mgr.
Royal Bank of Canada — W. Hays, mgr.
Treasury Branch — Bill Law, mgr.

Barbers

Gordon Smith
M. Paddison
N. Scharfstein
H. Croase
E. E. Scott

Barristers

McCormick & McCormick — J. S. & Don
McCormick
R. A. Gordon

Beauty Parlours

Maria's Beauty Parlor — Maria McLennan
Celia's Beauty Parlor — Celia Dwyer

Blacksmith & Welding

J. Selwyn

Chiropractors

Dr. Wm. Pedersen
Dr. Davies

Churches

St. Andrew United — Rev. A. Duncan
Grace Chapel — Rev. E. Searrow
Woman Catholic — Father Rooney
Baptist
Cavalry Tabernacle — Rev. B. Nelson
Baptist Reform
St. Cyril's — Rev. Major

Construction Companies

Edin Construction — A. E. Edin
T. H. Newman & Son
Don Pickett

Dairy

Independent Creameries — W. JACKSON

Dentists

Dr. M. Boyce
Dr. Moore
Dr. Deedrich

Dealers

Dr. Henry
Dr. Harvath
Dr. Melrose
Dr. McFadden
Dr. McKibbin
Dr. Teitz

Druggists

McDonald Drug Co. — G. Vikarson
Sweet's Drug — Gordon Sweet

Dry Cleaning

Lacombe Dry Cleaners — Mr. Cole

Electrical Appliances Sales & Service

Westinghouse — M. C. Brown
Lepson Electric — Yvon Lepson
Hargreaves — Fred Hargreaves

Garages

Machine Motors — A. WHITE
Paulsen Motors — Howard Paulsen
Adamson Motors — Frank Adamson
Lacombe Motors — Don Moore
Park Inn Service
Red Head Service
McTaggart Motors — George McTaggart
Wilkins Motors — Stan Jones
Paulsen Motors — ROSS & GORDON
FERGUSON
Military Service Station

General Merchants

Leaf's Department Store
Kamagawa's Department Store
Johnson's Variety Store
Sol's Hardware
J. & P. Food Store
R.C.A. \$5.00 to \$10.00 Store
Out Economy Store
Jenkins' Groceries

Grain Companies

Alberta Wheat Pool
Plains Grain Co.
Alberta Pacific Grain

Hardware Supplies

Sol's Hardware
Beaver Hardware
Rosa & Smith Hardware
Lacombe Hardware
Morrison & Johnson Hardware

Hospital

Lacombe Municipal Hospital

Hotels & Motels

Kelburn Hotel & Motel
Park Motel
Lacombe Hotel

Insurance & Real Estate

Jack McKinley — Chisholm Agency
L. W. Tuller
Francis MacDonald Agency

Jewellers

Lacombe Jeweller — R. Kerr
Pearson's Jewellery — P. Pearson

Laundry

Harold Hop

Library

Lacombe Regional Library

Locker Service

Glasgow's Locker Plant — J. Glasgow

Lumber & Building Supplies

Atlas Lumber L. Treloar
Imperial Lumber — R. Mann
Royal Lumber — Wm. Rankin

Meat Markets

West End Meats — I.B.T. Hopkins
Lacombe Meats — H. Fouts
Pioneer Meats — Hays Brothers
Pet's Meats —

Newspaper

The Lacombe Globe

Oil Companies (Bulk)

British American Oil
Imperial Oil
Purity 99 products

Optometrist

Dr. L. A. Walker

Painters & Decorators

O. L. Hymas
Steve Rasmak

Photographers

Advance Studio — H. MacIntyre
Queen's Studio — R. S. Cameron

Plumbing & Heating

Monk Street Metal — C. H. Morris
Alison Plumbing — R. Allison
Reg's Plumbing — Reg. Taylor
Ross & Smith

Pool Hall

Floyd Johnson

Postmaster

Percy Thompson

Poultry & Feeds

Hagita Feed Service
Murray's Hatchery — Lorne Murray

Restaurants & Cafes

A-1 Cafe
Public Cafe
Club Cafe
Lacombe Hotel Cafe
Cass Inn
Empress Coffee Shop
E. & G. Coffee Shop
Ken's Ice Cream Bar

School

Lacombe School — A. R. Patrick principal

Shoe Repairs & Sales

N. Pidgeon
L. P. Polinski

Taxi

Lacombe Taxi — R. A. Schilling

Theatres

Lux — Parrell & Sons
Lacombe Theatre — Parrell & Sons

Vulcanizing

A. & A. Tire Service — H. Alfa & A.
Almquist

Wood Coal, Gas, Etc.

Northwestern Utilities — Natural Gas

TOWN OFFICIALS

Mayor — A. E. Ellis
Secretary-Treasurer — F. W. Leary
Councillors — G. Ramsey, E. Kerr, W.
Hunt, E. Newman, G. Young, C. L.
Treloar
Board of Trade secretary — Ralph Green

Lamont



Harrison & Drugs Lamont



Lamont Hardware



Nychka Electric Lamont



Lamont Hospital



Park Funeral Home Lamont

LAMONT HARDWARE

"IF IT'S HARDWARE — WE HAVE IT"

Phone 69

LAMONT, ALBERTA

NYCHKA ELECTRIC

Paul Nychka, Prop.

Radio and Electric Repairing

Sales & Service

Licensed Radio Technician and Telemechanic

Phone 109

LAMONT, ALBERTA

Harrison's Rexall Drugs

R. S. Harrison, Prop.

Veterinary Supplies — Prescriptions

Drug Sundries

Phone 23

LAMONT, ALBERTA

Due to the failure of the town clerk in helping our statistician we are unable to present the story and directory of Lamont. We hope to be able to present this material in any future Alberta Directories.

Leduc

Population — 2,168
Location — 21 miles south
of Edmonton
Highway — No. 2

TWENTY miles south of Edmonton on No. 2 highway is the Alberta town which gave its name to one of the North American continent's most famous and most productive light oil fields, Leduc. As is well known, Imperial Oil brought its discovery well into production near Leduc in February, 1947 (exactly 80 years after the first settlers arrived in the district). Eight years later there were 1,100 wells in production in the fabulous Leduc-Woodbend fields. As expected the town of Leduc boomed overnight with the discovery of oil, and expansion since has been rapid and sustained. This addition to the mixed farming economy has contributed in large part to the town's increase in population from 620 in 1946 to 2,168 in mid-1955. In the trading area are as many as 8,600 residents.

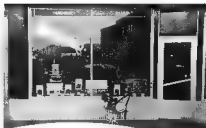
Leduc, close as it is to the provincial capital is the centre of a "milk shed" area. Large quantities of dairy products from local dairy herds, mostly Holsteins, are shipped daily to Edmonton. The black soil farm land, often dotted with oil wells and rigs, has an average valuation of some \$150 per acre. Average grain yields are 30 bushels of wheat per acre, 45 bushels of oats and 40 bushels of barley.

The town is ideally situated from a communications standpoint, being on the CPR line to Calgary and the CPR branch to Saskatoon. Six buses travelling each way pass through Leduc daily on Nos. 2 and 38 highways. Air travel is available at the province's capital. Leduc has electrical service provided by Calgary Power, natural gas heating supplied by Plains Western Gas and Electric and a town-owned sewer and water system. The total assessment valuation of properties here was \$1,750,490 in 1955, the tax rate 41 mills and the municipal debt \$375,514.

TOWN COUNCIL AND
CITIZENS OF

LEDUC

WELCOME ALL VISITORS



Schmidt's Hardware — Leduc

Business places, which are numerous, varied and modern, include several general stores, hardwares, many garages, service stations and auto suppliers, two drug stores, construction firms, a dairy pool hardware, real estate agencies, implement dealers, locker service, meat markets, a local newspaper. The Representative bulk oil stations, plumbing, heating and electrical appliance shops, a taxi company, a hotel and motel.

Leduc has 35 classrooms in its public school and collegiate. Church bodies here are Anglican, Baptist, Peace Lutheran, St. Peter's Lutheran, Roman Catholic and United Societies are numerous and active and they include organizations affiliated with the churches, the Legion, Elks, Masons, Lions and Home and School. Youngsters and sports-minded adults are well provided here. Leduc boasts a 17 acre park, a closed-in arena, a four-sheet curling rink, with artificial ice, and several small community playgrounds. Twenty-five miles from Leduc is the new Jubilee Park and fishing, hunting and boating spots are abundant within a 30-mile radius of the boom town.

Leduc lies within the boundaries of the rural municipality of the same name, No. 78. The reeve is _____ and the secretary is W. A. Bradbury.

Mayor — F. Johns

Secretary-Treasurer — W. A. Bell

NEW WALDORF HOTEL

J. W. Magley, Prop.

For a Pleasant, Restful Stay While You Happen to be in Town
FULLY LICENSED — DINING ROOM — COFFEE SHOP

Phone 183

LEDUC, ALBERTA

Taylor's Rexall Drug Store

"Meet me at Taylor's - your family Drug Store
Cosmetics Baby Needs Camera Supplies Magazines
School Supplies Smokers' Supplies
Prescription Specialists

Phone 16

LEDUC, ALBERTA

JACK CARLOUGH

PLUMBING AND HEATING
Gas Fitting Propane and Picking

Phone 239

LEDUC, ALBERTA

Leduc Directory

Auto Body Shops

Master's Auto Body Shop M. Antkowiak
M. & F. Body Shop H. Murray

Auto Supplies

Buck-Pontiac - Henderson & Watten's
Garage
Chevrolet-Oldsmobile - Leduc Motors
& Hardware, K. Alpern
Dodge-DeSoto Reynard's Garage
K. T. & C. H. Reynard
Ford-Monarch - Elford Motors
El. Elford
International Trucks - F. Kucharski & Son
Plymouth-Chrysler Littleman Motors
J. Littleman

Bakery

Leduc Bakery M. Meivik

Bank

Bank of Montreal - Melvin A. Reed
Royal Bank of Canada J. Reid

Barbers

A. N. Bano
W. Lehn
H. Naranjo

Barriers

D. P. McLeod
R. MacLaren

Beauty Parlour

Mrs. H. Nemereko

Blacksmith & Welding

E. Dvorko - Blacksmith
Julius Kropf - Blacksmith
Noel's Welding - Gus Noel
Anderson Welding - A. M. Anderson

Churches

Anglican - Rev. David Jones
United - Rev. C. B. Hickman
Peace Lutheran
Temple Baptist - Rev. E. Y. Hest
St. Peter's Lutheran
St. Michael's Roman Catholic

Construction Companies

Leduc Construction Co. W. Lede
Hutchinson Construction - R. P. Hutchinson
Canadian Construction - W. Trinkl

Contractors - General & Building

R. Venge
D. E. Trush
F. Brunsbach
W. Wadman

Dairy

Northern Alberta Dairy Pool

Dentist

Dr. P. D. Reid

Doctors

Dr. A. R. Kneppel
Dr. Neil Reed
Dr. J. Smyth
Dr. Bannell
Dr. Calder

Druggist

TAYLOR'S REXALL DRUG STORE
Master's Drug Store

Dry Cleaners

Leduc Dry Cleaning & Laundry

Electrical Appliances Sales & Service

Reynard's Electric - W. A. Reynard
Leduc Radio & TV - W. Hestman

Funeral Home

Harelock & Son

Garages

Armstrong's Garage A. Armstrong
Stard Motors E. Stard
Reynard's Garage - C. H. & N. T. Reynard
Davis Garage - Bob Davis
Leduc Motors - Mackenzie & Alpern
Henderson & Watten - H. Henderson
H. Watten
Leduc Motors J. Littleman
C. Evans - Leduc Sales & Service
J. Wolf

General Merchants

E. & S. Store
Schadsky Store
Leduc Cash Store
Leduc Service Store
M. Hest

Grain Companies

Alberta Pacific - J. Brown
U. G. G. - D. W. Barr
Tanner Grain Co. J. Taylor
P. & H. Geste C. Peterson

Hardware Supplies

Bohling Hardware
SCHNEIDER HARDWARE
Cushion & Light Hardware

Hotels & Motels

NEW WALDORF HOTEL
Rivers Motel

Implement Dealers

International H. Co. - F. Kucharski
John Deere - Cushion & Light
J. I. Carr - J. Wess
Avery Chalmers - Littleman Motors
Massey Harris M. Babin

Insurance & Real Estate

Gertz Agencies
Leduc Agencies

Jeweller

N. Kraschuk

Laundry

N. Gradstein

Library

Women's Institute

Lodger Service

Martin's Lodger Service & Butcher Shop

Lumber & Building Supplies

Beaver Alberta Lumber

Meat Markets

Mayor's Butcher Service & Butcher Shop
Leduc Meat Market
Imperial Meat Market

Newspaper

The Representative F. Johns also
publishing The Western Messenger and
the Observer

Oil Companies (Bulk)

B.A.
Imperial Oil
Anglo American Exploration
Great West Distributors

Painter & Decorator

T. Fetous

Photographers

Hammer's Studio - H. Ghesman

Plumbing & Heating

McLeod & Hopper
Leduc Plumbing & Heating - JACK
CARLOUGH

Pool Hall

R. E. Schmitt

Postmaster

O. K. Mackay

Poultry & Feeds

W. J. Gering
Henry Van Bessel

Restaurants & Cafes

NEW WALDORF HOTEL CAFE
Union Cafe
Imperial Cafe
Coffee Hook

Schools

Leduc High School - Harvey Chaback
Leduc Public School John Bond

Shoe Repairs & Sales

Leduc Shoe Repair Steve Hynka
Shoe Repair Yee Poo

Tailor

Don Guehr

Taxi

MORT'S TAXI

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Leduc Drive In Theatre

Transport Companies

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TOWN OFFICERS

Mayor F. Johns
Secretary/Treasurer - W. A. Bell
Councillors H. T. Reynard, A. Krie, E.
Schneider, A. E. Simpson, M. Babin,
C. Geste

Board of Trade Secretary J. Harrington
Board of Trade President - P. Ashman

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LEDUC, ALBERTA

Legal

Population — 500.
Location — 30 miles north
of Edmonton.
Highway — No. 2

THE village of Legal, 30 miles north of Edmonton trading centre for a district population of 1,000 persons, has over 500 inhabitants of its own. Mixed farming is pursued prosperously on the black loam farm land, valued between \$50 and \$70 per acre. Average long-term grain yields are 25 bushels for wheat, 40 bushels for oats, 30 bushels for barley and 20 bushels for rye. Purebred Shorthorn herds are maintained on local farms and Holstein dairy cattle are plentiful. York shire pigs are also kept in some quantity.



Letourneau Farm Machinery Shop — Legal

The village is served by bus and train and being on No. 2 highway, one of the province's main thoroughfares. It is ideally situated for vehicular communication. It enjoys bus service daily except Sunday. Legal has its own sewer and water systems and electricity is supplied by Calgary Power. Local officials are responsible for police and fire protection. Local elevators can handle 250,500 bushels at one time.

The village assessment valuation on urban properties in 1955 totaled \$452,039, the tax rate was 46 mils and the debenture debt \$49,800. Business places include a co-operative association handling a complete line of groceries, dry good and hardware, auto suppliers, garages, a saw mill, several excellent implement agencies, lumber suppliers, bulk oil suppliers.

Residents of the village are predominantly French-Canadian. Here there are a Roman Catholic church, a convent operated by an order of sisters and a tax-supported school. The LaMarche hall is the main gathering centre for many social events.



P. Mersier & Sons Garage — Legal

Legal is in the Municipal District of Sturgeon River
No. 91. The reeve is _____ and the secretary
is _____.

Overser — George Montpetit

Secretary-Treasurer — Peter Tilgry

Board of Trade Secretary — Normand Letourneau



Legal High and Public Schools

NORMAND J. LETOURNEAU

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Pres., Jos. Demers, Mgr., Joe Thenen

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LEGAL

CONGRATULATE ALBERTA PIONEERS ON THE ALBERTA GOLDEN JUBILEE

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A new portion of the Legal school



A church in Legal



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LEGAL Branch Phone 8 Denis Mercier Mgr EDMONTON Branch Phone 32206



Legal Directory

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DENIS MERCIER
International Trade NORMAND LE
TOURNEAU
Memory-Motor - Daughmish-Belmont
Plymouth-Chrysler - Central Garage
Lucien Bergeron

Banks

Bank of Nova Scotia - Tom Dean

Barbers

Normand Belmont

Barrister

Lucien R. Teller (every Monday.)

Beauty Parlour

Walter Rite - Mrs. C. Thierion

Blacksmith & Welding

Olivier Laframboise
Coutelle Brothers

Churches

Roman Catholic - Father Langevin

Dairy

Edmond Pelletier

Doctor

Dr. Geo. Whelan (every Wednesday)

Electrical Appliances Sales & Service

Legal Electric Service - A. Ouellet

Garages

P. Mercier & Sons - P. MERCIER
Central Garage - Lucien Bergeron
Daughmish Garage - Geo. Daughmish
NORMAND LETOURNEAU

General Merchants

Therrien Grocery Store - E. Therrien
Legal Co-op Assn. Ltd. - J. A. THERRIEN
Purdy Store - Pat Montpetit

Grain Companies

National Grain Co. - Art Chamberland
Alberta Pacific - Ross Seguin
U.G.C. No. 1 - Robert Crovet
U.G.C. No. 2 - Peter Tivry
Saskia Grain Co. - Leo Carriere
Alberta West Pst. - Emily Parent

Hardware Supplies

Revolution Sewing Co. Ltd. - Wilfred
Lefebvre

Hotels & Motels

Legal Hotel

Implement Dealers

Alla Chalmers - Pat Montpetit
C.C.L. Legal Co-op Assn. Ltd. J.
THERRIEN
Cochran L. Meunier
L.E.C. - NORMAND LETOURNEAU
J. I. Coo - Jean Barré
John Davis - George Montpetit
Murray Harris Ferguson - Robert
Daughmish
Minneapolis-Moline - P. Mercier & Sons
Ltd. DENIS MERCIER
Olivier - Olivier Laframboise

Insurance & Real Estate

Leo Carriere

Lumber & Building Supplies

Revolution Sawmill
P. MERCIER & SONS

Meat Markets

Pat Poulterine
Joe Vegeois

Oil Companies (Bulk)

Co-op J. A. THERRIEN
Imperial Oil Co. - Joe Neuh

Pool Hall

Legal Pool Room - Normand Belmont

Postmaster

Box St. Martin

Poultry & Feeds

Legal Co-op Assn. Ltd. - J. THERRIEN
United Grain Growers

Restaurants & Cafes

Canada Cafe - John Huetier
Legal Coffee Shop - Mrs. Armand Masse

Schools

Legal High & Public School - T. Tarnier
Convent - St. Superior Sisters

Shoe Repairs & Sales

Daughmish & Belmont Shoe Repair Shop

TOWN OFFICERS

Mayor - George Montpetit
Secretary-Treasurer - Peter Tivry
Councillors - Marcel Daughmish, Lucien
Bergeron

Board of Trade Secretary

Normand Letourneau



Aerial view of Lethbridge showing the business district in centre and the arena in the right foreground

Lethbridge

WHAT is now known as the irrigation capital of Canada was originally founded on the black diamonds of the prairies — Coal. In 1870 Nick Sheran opened and operated a coal mine on the bank of the Oldman River.

In 1879 preparation was made to further develop the coal industry in this area and was so successful that by 1883 coal was being mined in fair quantity and a railway was surveyed from Dunmore, on the main line of the Canadian Pacific Railway to the coalfields. With the building of the railway line, which was of "narrow gauge" and nicknamed the Turkey Trail, coal mining began in earnest. The Northwest Coal and Navigation Company was formed in England. William Lethbridge of Lynnhurst, Devonshire, was named the first president and Elliot T. Galk, general manager. Coal was elevated from the valley of the Oldman River to the railway by means of an inclined tramway, but with the increase in demand shafts were sunk on the prairie surrounding the town.

Although the first name was Coalbanks it was known to the Blackfoot Indians as "Ashsoysem" or "Sleep Banks." The reason can be seen in the nearby coulees

leading to the valley of the Oldman River. Prior to the incorporation of the Town on January 16, 1891, the name "Lethbridge" was adopted after William Lethbridge.

Meanwhile in the area surrounding Lethbridge farming was developing rapidly and the slogan, "The Coal City in the Wheat Country," appeared in connection with the 7th International Dry Farming Congress, which was held in Lethbridge in October, 1912.

Today Lethbridge is the centre of a predominantly agricultural area with many allied industries within or near the city which have contributed to progress, the most important of which are the plants for the processing of sugar from sugar beets. Several large vegetable canning factories are also located in and near Lethbridge.

Growth and Development: Lethbridge is growing rapidly. According to the 1951 Dominion census the population was 22,947. A Civic Census taken on February 15, 1954 established the population at 28,986.

The year 1954 was excellent for Lethbridge. All phases of economic and social life showed healthy

Population — 28,986

Location —

Highway —



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growth and forward movement. With the extension of irrigation in Southern Alberta this forward movement is bound to continue for many years to come, and the feeling prevails that the city and surrounding territory is in a good position to meet any readjustment in economic life that may occur.

In the City of Lethbridge there are eight hotels, six motels, eight banks and a Provincial Treasury Branch. There are now thirty-one churches and places of worship in Lethbridge. It is the headquarters for the Science Service Laboratory of the Government of Canada Department of Agriculture and the Experimental Farm Services of the same Department. The Science Service Laboratories is one of the largest establishments of its kind in Canada. The city is also the headquarters for a Provincial District Agriculturist, and the District Court of Southern Alberta.

Living Conditions: In 1885 when the first plan of subdivision was prepared and registered covering what eventually became the main part of the city, provision was made for streets and avenues one hundred feet wide from property line to property line, and the citizens are now reaping the benefit of this foresight and Lethbridge is noted for its wide streets and neat appearance.

Plenty of sunshine, more than anywhere else in Canada where records are kept, and mild winters, make for ideal living. This is proven by the number of people choosing the city as the place in which to retire.

Ample supplies of coal or natural gas are available for cooking, heating and industrial purposes. Electrical power is supplied by a Municipal Power Plant which can generate 13,500 kilowatts. The water system is owned and operated by the city.

Building in the city is controlled by building and zoning by-laws and a Town Planning Commission ensures the orderly growth of the city.

Communication and Transportation: Lethbridge is the hub of a rich agricultural area, and is well served by every means of transportation — bus, truck, train and plane. Its newspaper and radio station are outstanding examples of community-minded public servants, maintaining a continuing interest in the welfare of the community and district.

Health and Social Services: In the city are two general hospitals. In addition erection of a new municipal hospital costing over \$3,500,000.00, started in 1953, and it was completed in June, 1955. The City Health Department is under the supervision of a local physician and has a staff of four. The Nursing Mission and the Victorian Order of Nurses render invaluable service to the community nursing and carrying out welfare work.

Educational Facilities: Lethbridge now has two High Schools, two Junior High Schools and eleven Elementary Schools. In order to accommodate the increasing school population, a composite eighteen-room Junior High and Elementary School is to be built and ready for use by September, 1955. To take care of the increase in school attendance by 1958, two six-room elementary schools and twelve-room addition to the Collegiate Institute will also be required.

The Public Library is well stocked with books and periodicals and is under the supervision of a graduate librarian. Here also are found Record and Film Libraries.

The Gurney Museum in Galt Gardens is known far and wide for its collection of historical relics and specimens of wild life.

Recreational Facilities: There is ample facility for recreation in Lethbridge. Many sites are set apart for parks and these are being highly developed. For organized sports there are three ball parks, two golf courses, two soccer fields, and a privately owned artificial ice arena, a civic curling and skating rink with artificial ice as well as facilities for boxing, basketball and badminton.



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22 South Alberta communities read the Lethbridge Herald exclusively
latest ABC reports showing no other daily newspaper with circulation in
these communities

H. P. BUCHANAN, President

H. G. LONG, Publisher

In the Civic Sports Centre. There is a Y.M.C.A. which carries on the best traditions of that organization. As well as providing recreational and cultural activities for boys and girls, the Y.M.C.A. provides room accommodation for young men. A Y.W.C.A. with rooming and boarding facilities for girls is available. There are many cultural groups devoted to the arts as well as social clubs and lodges, etc. The city recreational programme is looked after by a full-time director employed by the city and under the guidance of a Recreation Commission.

The Waterton-Glacier International Peace Park is within easy driving distance of Lethbridge, and many citizens have built summer homes within the confines of the park.

AGRICULTURE

Wheat: Drought conditions in the growing months of May, June and July, following on a dry Fall in 1953 caused the wheat crop to drop from the long-term average of 17½ bushels per acre to 16½ bushels per acre. The crop started out with a good reserve of subsoil moisture carried over in the summerfallow from the record rainfall which deluged Southern Alberta in June, 1953. It was this moisture reserve which saved the 1954 crop during a spring which started out very cold during April and early May, and then brought blistering heat for a period in July.

Fortunately this combination resulted in a crop which was easily cut and which produced mainly marketable

wheat. More than 85 per cent of Southern Alberta's wheat graded One through Four, with the result that this area produced about one-third of all the good milling wheat produced in 1954 in all three Prairie Provinces.

Fresh Vegetables: The fresh vegetable trade is one that continues to assume greater and greater importance in Southern Alberta's economy. The largest acreage in the Lethbridge district is potatoes. In 1954 3,587 acres grew potatoes. The yield was around 7 tons per acre and the price averaged \$40.45 per ton. Of the total, acreage about four-fifths is seeded to Netted Gems and the remaining fifth to Irish Cobbler. Potatoes are shipped from the Lethbridge area to the Western Prairie Provinces and British Columbia. A considerable portion of the crop is also shipped to Eastern and Western United States. Potatoes are an excellent crop for farm rotation and the quality of the Lethbridge area Netted Gems is excellent.



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Coal Southern Alberta's coal industry in common with the coal industry throughout the province, showed a drop in production during 1954. During the past year the Crow's Nest Pass Mines produced 1,112,000 tons as compared to 1,497,581 during 1953. The Lethbridge Field produced 54,354 tons as compared with 163,392 tons in 1953, and Taber Field produced 41,397 tons as compared with 43,553 tons in 1953.

(The December tonnages in Crow's Nest, Alberta and Taber Fields have been estimated to make up the tonnage for the year, but are very close to the actual output. The Lethbridge Field tonnage for 1954 is actual.)

The above shows a drop of 597,000 tons over Southern Alberta in 1954. The value of the coal produced was approximately \$9,800,000 a drop of \$1,500,000 compared with 1953.

The number of men employed was also down in spite of the fact that during the busy part of the season a scarcity of certificated miners was experienced in the Lethbridge Field.

It is estimated that the Coal Industry paid out \$5,370,000 in wages, and also contributed substantially to the earnings of others employed in the transportation industry the marketing of coal and wholesale houses around Lethbridge.

Gas and Oil. Progress toward the export of Alberta natural gas, with the expected development of gas processing industries, marked the year 1954 in the oil-gas industry. Designation by Trans-Canada Pipe Lines Ltd. which will pipe gas 2,300 miles east to serve the Toronto and Montreal markets, of the Pincher Creek wet gas field as one of its main sources of supply, pointed up the importance of that 31 trillion foot reserves with an estimated value of \$800,000,000 for the recoverable gas including by-products.

Crude oil production in the Coorad, Taber, Del Bonita, Barons and Spring Coulee fields in the Lethbridge region continued during the year with a total output of 338,492 barrels as compared to 275,468 barrels in 1953. Widdetting continued in many sections of the

country with oil shows in a number of areas that may lead to important field development in 1955.

Lethbridge is looking more and more to oil and gas as a factor in the industrial era it has entered, and the green light to gas export, it is confidently believed, clears the way for the tapping of its great natural wealth now largely a "frozen asset."

Natural Gas. The Gas Company reported that during the year a total of 799 new services were installed in the district, 585 of these being in the City of Lethbridge, and the balance in the surrounding district. The natural gas consumption in 1954 was 4,867,316 M.C.F. compared to 4,418,234 M.C.F. in 1953.

It is interesting to note that the towns of Cardston, Magrath and Raymond are presently negotiating for the supply of natural gas to these towns.

Manufacturing. Here in Southern Alberta there is developing a thriving industry based on products of the soil. Many of the industries operating efficiently in the Lethbridge area look to the farm for their raw materials. Beef sugar, vegetable canning and freezing, flour milling, macaroni, and brewing all look to the farm for their raw materials. Butter and cheese factories are situated in various districts throughout Southern Alberta, and honey is refined for consumption in the Lethbridge area and other parts of Canada. With the rapid extension of irrigation over the next eight years, the products of the soil will play an ever increasingly important part in the economy of the district.

It is recognized that the most healthy economy exists where manufacturing is based on products indigenous to the area. Such is the case in Southern Alberta where coal, oil and natural gas are found in abundance to supply fuel for use in the processing of the products of the soil. The long hours of sunshine, the high clear atmosphere and the richness of the soil combine to give Southern Alberta food products the flavour for which they are justly famous. Irrigation is the strong founda-

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LETHBRIDGE, ALTA.

tion on which our prosperity is built and in the near future the 395,000 acres irrigation extension on the St. Mary-Milk River Development and the 250,000 acre irrigation extension on the Bow River Development will result in even greater strides on the road of progress along which Southern Alberta has been marching. These developments are bringing and will continue to bring many new inhabitants into this area and in their wake will come secondary industries which will be needed to supply goods to them.

FACTS IN BRIEF

MHI Rate, 1954

| | |
|------------------|-------|
| General MHI Rate | 20.90 |
| Hospital | 5.40 |
| Schools | 32.70 |
| Total MHI Rate | 58.00 |

| | |
|----------|----------------|
| Tax Levy | \$1,840,188.40 |
| Net Debt | 5,415,078.43 |

| | | | |
|------------------|--------------|--------------|---------------|
| Bank Clearings | \$56,124,140 | \$50,403,294 | \$157,202,008 |
| Post Office Bus. | 178,143 | \$79,158 | \$15,158 |

Construction Permits

| | | | | | | |
|------|-----|-------------|-----|-------------|-----|-------------|
| Res. | 803 | \$1,378,262 | 579 | \$3,638,190 | 659 | \$4,076,325 |
| Com. | 238 | \$86,178 | 30 | \$,740,050 | 168 | \$,938,806 |

Retail Sales

| | | | | | |
|------|--------------|------|--------------|------|--------------|
| 1942 | \$11,588,000 | 1952 | \$47,121,000 | 1953 | \$48,883,000 |
|------|--------------|------|--------------|------|--------------|

Telephones in Use

| | | | | | |
|------|-------|------|-------|------|-------|
| 1947 | 3,713 | 1953 | 7,847 | 1954 | 9,140 |
|------|-------|------|-------|------|-------|

Post Office Places of Delivery

| | | | | | |
|------|-------|------|-------|------|-------|
| 1947 | 8,236 | 1953 | 8,421 | 1954 | 8,887 |
|------|-------|------|-------|------|-------|

Population

| | | | | | |
|------|--------|------|--------|-------------|--------|
| 1941 | 14,612 | 1951 | 22,967 | 1954 (est.) | 28,500 |
|------|--------|------|--------|-------------|--------|

Passenger Car Registrations

| | | | | | |
|------|-------|------|-------|------|-------|
| 1945 | 1,859 | 1952 | 5,650 | 1953 | 6,356 |
|------|-------|------|-------|------|-------|

The above is merely a sample of the statistics indicating the progress of Lethbridge. They are for the city only. It should be borne in mind that the retail trading area population is estimated at 115,000, and the wholesale trading area population is estimated to be 170,000. Dominion Taxation Statistics also show that Lethbridge has one of the highest per capita incomes in Canada.



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City Abettles

Accountants

Addax Agency
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Edic Craikston
Edwards Groulx
Hollerton-Kear
R. W. Thompson

Accountants-Chartered

A. W. Bell
Christian Keegan & Orr
Palmer & Co.
L. H. Watterson
Williams & Towner
G. A. Young

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National Cash Register Co. of Canada Ltd.

Accounting and Bookkeeping Systems

Barrington Rand Ltd.

Adding Machines

Barrington Adding Machine Co. Canada Ltd.
National Cash Register Co. of Canada Ltd.
Barrington Rand Ltd.
Underwood Ltd.

Addressing Machines

Addressograph-Multigraph of Canada Ltd.

Adjusters

Board Adjustment Bureau
Crossland Insurance Lethbridge Ltd.
Interprovincial Insurance Claims Ltd.
Lilly Adjustment Agency

Advertising

Display—Alberta Government Telephone

Agricultural Implements

John Deere Tractor Co. Ltd.
International Harvester Co. of Canada Ltd.
St. Klara
Lethbridge Farm Equipment Ltd.

Agricultural Implements (cont.)

Manley Harrow-Ferguson Ltd.
E. A. Shuman Co. Ltd.
B. J. Smith Minneapolis-Moline

Air Conditioning

Carlisle & SR Ltd.

Air Express Service

Trans-Canada Air Lines

Air Freight Service

Trans-Canada Air Lines

Airline Companies

Trans-Canada Air Lines

Western Air Lines Inc.

Alumina

S. E. Fry

Amusement

Christiansen Bros.

Amusement Places

Fort Whiskey Ranch
HENDERSON LAKE PAVILION

Appraisers

Alberta Appraisers
Board Adjustment Bureau

Architects

Foster & Milne
MacKinnon, Mitchell, Robins & Associates

Army & Navy Goods

Sam Steers Ltd.
War Surplus Stores Lethbridge Ltd.

Associations & Societies

Alberta Motor Association
Alberta Sugar Beet Growers
Bay Society Association
Canadian Cancer Society
Canadian Red Cross Society
Eagle Star Order of the G. C. A.
Independent Order of Foresters
LETHBRIDGE AUTOMOTIVE DEALERS
ASSOCIATION
Lethbridge Builders Exchange
Senior Citizens Home Society
Southern Alberta Sheep Breeders Ltd.
Tuberculosis Association
YMCA
YWCA

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Chevrolet Oldsmobile Ltd.
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Limited

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Automobile Agencies and Dealers—Used Cars

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M. E. Darrachon
Fleming Motors Ltd.
Hottel's Auto Sales
MARQUIS MOTORS LTD.
PYRAMID MOTOR SALES LTD.
Swift's Car Sales
SMITH MOTORS LTD.
SOUTHERN NASH LTD.



Southern Alberta Construction Ltd.

GENERAL CONTRACTORS

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BOX 173

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LETHBRIDGE, ALBERTA

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EVERYTHING FROM THE FARM

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Kitagawa Moulding

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Woodworking Millwork Interior Furnishings
Cabinet Shop Free Estimates

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Purity Dairy

Sanitary Dairy Products
- Country Charm Ice Cream -



LETHBRIDGE



ALBERTA



Purity Petal Smooth
Ice Cream

Lethbridge Directory

Automobile Body Builders and Repairs

REMY CHEVROLET OLDSMOBILE LTD.
Bert's Repair Shop
Carrick's Auto Body Works
Eaton's Bus Co. Ltd.
ENERGON MOTORS (954) LTD
Kopp's Body Shop
Kopp Bros.
Imperial Motors Ltd.
Jack's Truck Garage
Lethbridge Body Works
MARQUIS MOTORS LTD
Modern Body Shop
Pete's Wheel Alignment Service
Terminal Service Station & Body Shop

Automobile Electrical Service

Auto-Lite Authorized Sales Service
Hickson's Ltd.
Bassett Electric

Automobile Radiators & Repairs

Toby's Radiator Shop
Radiators Ltd.
Ray's Radiator Shop

Automobile Springs and Axles

Lethbridge Spring & Axle
Rex J. Tennant

Automobile Washing and Polishing

Imperial Auto Laundry

Automobile Wheel Aligning

Quater's Wheeling & Alignment Shop

Automobile Wreckers

Marshall Motors & Auto Wreckers
McLaughlin Garage & Auto Wreckers
North Lethbridge Motors & Auto Wreckers

Aviation

Lethbridge Flying Club

Awailings, Tents, etc.

C-Thru Aluminium Awning Co.
Sundance Distributors Ltd.

Bakers

Baker's Spud Nut & Ice Cream Bar
Canadian Bakers Ltd.
Mrs. J. L. Clark
Harvath Bread Ltd.
Marquis Pastry & Candy Shop
McGowan Bakers Ltd.
National System of Baking Lethbridge Ltd.
Penny's Bakery
Star Bakery

Bakers—Wholesale

Canadian Bakers Ltd.
McGowan Bakers Ltd.
Western Bakers Ltd.

Banks

Bank of Montreal
Bank of Nova Scotia
The Canadian Bank of Commerce
Imperial Bank of Canada
Royal Bank of Canada
Toronto-Dominion Bank

Barristers & Solicitors

Arthur Beaumont
C. B. Cameron
Davidson, Davidson & Williams
David Hotten Elton
Hogg & Macle
W. E. Macle
John A. Livingstone
Macowich, Macowich, Spence & Macle
Prosser & Prosser

Barristers & Solicitors (cont.)

Roe Paterson, Cullen, Joss, Paterson &
McLean
Turcotte & Byrne
John Vassilak
Vince, Russell, Morgan & Vince

Batteries

Batten's Ltd.
Lethbridge Battery Co.
General Farm Supplies Ltd.
McLaughlin Garage & Auto Wreckers
Seventy Seven Oil Co. Ltd.

Beauty Parlors

Beau, Monds Beauty Shop
BEAUTY BOZ
Bel Air Beauty Salon
Beecham's Beauty Cottage
Coby's Beauty Shop
Fletcher's Beauty Salon
JOHN'S OF LETHBRIDGE
Gentle's Lingerie
Little's Beauty Parlor
MARIAHNE'S BEAUTY SALON
Marquis Beauty Shop
Marvett Beauty Bar
Paramount Academy of Beauty Culture
Pavlov's Style Centre
Stevendale Beauty Shop
Style-Rite Beauty Salon
Up-to-Date Beauty Shop
Westbrook Bros.

Bicycle Dealers and Repairs

Bert & Mac's Cycle Ltd.
Don's Repair Shop

Billard Halls

Aranda Billard & Cigar Store

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LETHBRIDGE, ALBERTA

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 Ensign Motors (1954) Ltd. - Fleeming Motors Ltd.
 Fred King Motors Ltd. - Marquis Motors Ltd. - Pyramind
 Motor Sales Ltd. - Machanic Sales Ltd. - Smith Motors
 Ltd. - United Service Garage - World's Top Motors



Oliver Chemical Co. Lethbridge Ltd.

Aluminum Pipe and Sprinklers, Berkeley
 General Purpose Pumps, Agricultural
 Chemicals of all types.
 906-3rd Ave., N. Lethbridge, Alta.

Lethbridge Directory

Meats and Candy

George Weston Ltd.

Blacksmiths

George Bus

East End Welding Shop

Lethbridge Spring & Ash

Blue Prints

Lethbridge Blue Printing Co.

Board of Trade

Lethbridge Chamber of Commerce

Dollars

Liberty Bakers (Lethbridge) Ltd.

Boots and Shoes—Retail

Agnes Barrows Shoe Stores Ltd.

Advance Shoes

Band's Shoes & Leather Goods

Ben Tom Shoe Store

Cohen's Shoes

O'Brien's Shoe Store

Libby & Skinner (Canadian) Ltd.

Shoring Shoes Ltd.

Bottlers

Packard Beverages Ltd.

Purity Bottling Works

Seven-Up (Lethbridge) Distributors

Bowling Alleys

Leisuretime

Boys' and Girls' Clothing and Furnishings

Junior

Brewery

Sick's Lethbridge Brewery Ltd.

Brewers' Distributors

Government Beer Warehouse

Brick—Fire

Howell Refractories

Bricklayers

Michael Hromaduk

Broadcasting Stations

Radio Station CJOC

Brushes

M. C. Jenkin

Building Materials and Supplies—Retail

Advance Lumber Co. Ltd.

ALLAN BUILDERS SUPPLIES LTD.

Atlas Lumber Co. Ltd.

Burns, Alta. Lumber Ltd.

BLISS SPRUCE BUILDING SUPPLIES

Four Square Alta Lumber Ltd.

Granwood's Builders Supplies

Mont Hardware Ltd.

Lethbridge Lumber Ltd.

T. J. Macle

Superior Masonry Products Ltd.

Tanner Building Supplies Ltd.

Building Materials and Supplies—Wholesale

Alexander Murray & Co. Ltd.

Building Products Ltd.

Diamond-Econom Lumber (Lethbridge) Ltd.

Insulation Industries (Lethbridge) Ltd.

LETHBRIDGE BUILDING SUPPLIES CO.

Northwest Building Supplies Ltd.

Pumroy (Western) Ltd.

Western Canada Hardware Ltd.

Building Motors

Bus & Johnson Painters, Subdivision

Buildings—Prefabricated

Oliver Chemical Co. (Lethbridge) Ltd.

Steel Structures & Building Products Ltd.

Bus Lines

Alberta Motorline Bus Lines

Lethbridge Northern Bus Lines

Western Canadian Greyhound Lines Ltd.

Business Colleges

Corbett Business College

Lethbridge Vocational College

Cabinet Makers

Colambie Construction

Greenwood Woodworkers & Cabinet Makers

KITAGAWA MOULDING & CABINET

MAKING

Triangle Modern Wood Products

Calculating Machines

Remington Rand Ltd.

Canning

Alberta Canning Co. Ltd.

Bruder Canning Co. Ltd.

Canvas Manufacturers

DUGAN CANVAS FACTORY

Carburators

Center Carburetor Authorized Sales &

Service - Motter's Ltd.

Carpet and Rug Cleaners

Benjamin's Cleaners Tailors

Carriage

Brider's Ltd.

Canadian Freightways Ltd.

COOPER TRANSPORT LTD.

Dorch of Canada Ltd.

Early Transport

A. M. Jarvis & Sons

Lethbridge Messenger Service

MILLROY'S LIVESTOCK CARTAGE

McLean Transfer

Michael Bros.

Melchin Transport Ltd.

Miller & Irvine

Owen Distributing

J. Perry

Robertson Transport

Ray's Pot-Up & Delivery Service

George Summer

SPEEDY STORAGE & CARTAGE LTD.

White Transport

Wills Transport

Burroughs Adding Machine of Canada Ltd.

National Cash Register Co. of Canada Ltd.

Cheese

Central Alberta Dairy Pool

Purdy Dairy

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Chapman Chemicals Ltd.

John F. Giffin

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LTD.

Reynolds-Spenn Oil Co. Ltd.

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Junon

McArthur Tote to Tote

Terry's Children's Wear

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Commonwealth Hardware & Supply

North Hardware Ltd.

Chinese Stores

How On Tong Co.

Chiropractors

Y. P. Hewitt

Chiropractors

Chiropractic Health Centre — Dr W. C.

Thompson

Chiropractors (cont.)

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Lethbridge Chiropractic Clinic

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LETHBRIDGE, ALBERTA, CANADA

Lethbridge Directory

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Ferry Construction Co.
General Construction Co. (Alta.) Ltd.
Outkate Masonry Construction
MOLTE & WARDLUND
Inter-City Construction Co. Ltd.
Jeking Bros.
H. Lenzhofer
Lethbridge Construction Co.
William Macphail
Mikrem Construction
Murray & Paul Construction Co. Ltd.
North Western Drivage Co. Ltd.
Alma Oberg
OLAND CONSTRUCTION LTD.
L. PAJULJE CONSTRUCTION
The Purman Co. Construction
H. C. Krangel Construction Co.
Vern Russell
George Scott
SOUTHERN ALBERTA CONSTRUCTION
LTD.
Sverfke Masonry Construction
G. V. Tollesing & Co.
Whelches Construction Ltd.

Contractors—Mechanical & Supplies

Ursa-Tripler Ltd. (Computer)
Ferguson Supply Alberta Ltd.
West Canadian Machinery Co. Ltd.
Wilkinson & McClean Ltd.

Convents

Convent St. Anthony

Cooking Utensils

C. Ann Homecare

Counter Sales Check Books

Minor Business Forms Ltd.

Creameries

Central Alberta Dairy Pool

Crystal Dairy Ltd.

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Businessmen's Credit & Collection Bureau

Credit Bureau of Lethbridge Ltd.

Culvert Manufacturers

Corrugated Iron & Steel

Rosen Metal Products (Alta.) Ltd.

Custom House Brokers

Reuther Agencies

Dairies

Crystal Dairy Ltd.

PURITY DAIRY

Dairy Supplies

DeLaval Co. Ltd.

Dancing Academies

Cervarian School of Ballet

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Associated Dental Plate Laboratory

Black Dental Laboratory

Lethbridge Dental Laboratory

Southern Dental Laboratory

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L. J. Allen

J. E. Carson

V. E. Chuteau

Ward Clark

W. P. Craig

R. D. Erickson

Elmer Fletcher

G. H. Forbes

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A. E. Gray

R. W. Macdon

J. Miller

J. Monovich

R. A. Hendry

D. Hocking

D. A. Rylands

J. S. Stewart

Tom Wilcock

F. T. Wood

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G. H. Wood & Co. Ltd.

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Kelco Co. Canada Ltd.

Suzanne Mercantile

Departmental Stores—Mail Order

Simpson-Sears Ltd.

Dictating Machines

Dictaphone Corp. Ltd.

Disinfectants

G. R. Wood & Co. Ltd.

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Lethbridge Messenger Service

Robertson Transport

Doors—Folding

Modernoid (Alberta) Ltd.

Doors—Metal

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Draperies

Holland's Drapery Shop

Drive Yourself Cars

Western U-Drive

Druggists—Retail

Draftsman Drug Store

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McCallum's Drug Store

McCreedy's Ltd. Red Cross Drug Store

Minors's Pharmacy

Royal Drug Store

Stevens Drug Co. Ltd.

Stubb's Pharmacy

Winnipeg Drug

York Pharmacy

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Lethbridge Directory

Duplicating Machines & Supplies

Addressograph-Multigraph of Canada Ltd.
Cominter (Canada) Ltd.

Electric Motors

ROBERTS ELECTRIC
Union Tractor Ltd.

Electrical Equipment and Supplies—Wholesale

Brace Robinson Electric Ltd.
Canadian General Electric Co. Ltd.
Canadian Westinghouse Supply Co. Ltd.
Electrical Industries Ltd.
Motor Car Supply Co. of Canada Ltd.
West Canadian Machinery Co. Ltd.
Western Canada Hardware Ltd.

Electrical Household Appliances

Alwood & Pratt Ltd.
Bartlett-Johnson TV & Appliances
Bentley Washer Sales & Service
Brown's Musical Supplies
Brace Robinson Electric Ltd.
Butler's Appliances, Rentals & Sales
Canadian Westinghouse Supply Co. Ltd.
Chenoweth Hardware
Concessions Hardware & Supply
Coffin Home Appliances
Haver's Home Appliance Service Centre
Hoyt Hardware Ltd.
Jack's Radio & TV Sales & Service
Levin TV & Radio Sales
Lethbridge Appliances
MacLeod's Ltd.
Pinecock TV & Appliances Ltd.
Pittman & Co. Appliances
Public Furniture Store
Rosa Home Appliances Ltd.
ROY ELECTRIC CO.
Seventy-Seven Hardware
Wilson Electric Supply Ltd.

Electricians

Alwood & Pratt Ltd.
City Electric
KING & MAY ELECTRIC
McDonald Electric Ltd.
Patterson Electric Ltd.
Parker & Park
Pittman & Co. Electric
ROY ELECTRIC CO.
Sander Electric

Employment Agencies

Northern Employment Service

Engineering Consulting

R. H. McKenna

Engines—Diesel

Union Tractor Ltd. (Gairdner)
Electrical Industries Ltd.
Piquette Supply (Alberta) Ltd.
Hutton's Ltd.

Engines—Gas

Engels & Stratton Engines — Hutton's Ltd.
Heron, Robinson Electric Ltd.
Electrical Industries Ltd.
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Explosives Ltd.

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Alto Chalmers Farmery Ltd.
CANADIAN CO-OP IMPLEMENTS LTD.
Comptroller — Union Tractor Ltd.
Chinook Sales Co.
Corbitt Equipment Co. Ltd.
Dugout Agency
Dumas Canvas Factory
General Farm Supplies Ltd.
J. & J. FARM SUPPLIES
Kinchin Machinery Co.
D. MacLeod & Son
Major Aluminium Products (Canada) Ltd.
Madison Farm Equipment Ltd.
Olive Chemical Co. (Lethbridge) Ltd.
R. J. Smith — Minneapolis-Moline
Southern Alberta Co-op Ag. Ltd.
United Machine Distributors Ltd.
Universal Farm Sales
Victory Equipment Ltd.
WEST CANADIAN MACHINERY CO.
LTD.
Western Engines & Parts Jeds

Feed

ELLISON MILLING & ELEVATOR CO LTD

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Gairdner Motors Acceptance Corp.
Household Finance Corp. of Canada
Industrial Acceptance Corp. Ltd.
Personal Finance Loans
Preferred Finance Corp. Ltd.
Traders Finance Corp. Ltd.

Fire Fighting Appliances

Children's Fire Protection Equipment
Ever-More Ltd.
Western Canada Hardware Ltd.
G. H. Wood & Co. Ltd.

Fish Dealers—Retail

Nakagawa Fish Market

Five to 250 Stores

S. S. Kronge Co. Ltd.
Metropolitan Stores Ltd.
7 W. Woolworth Co. Ltd.

Floor Machines

G. H. Wood & Co. Ltd.

Floor Treatment Compounds

G. H. Wood & Co. Ltd.

Flooring

A. & B. Floor Coverings Co.
Perry Handlin
Thomas Ginnell
R. P. Roy

Florists

D. Allen
Fuchs Bros. Ltd.
Lorna's Flowers
Marquis Flower Shop
Parkdale Nursery

Floor Mills

Union Milling & Elevator Co. Ltd.
Lakes of the Union Milling Co. Ltd.

Forwarding Agents

Consolidated Storage & Forwarding Co.

Foundries—Iron, Steel, Brass and Aluminum Castings

Lethbridge Iron Works Co. Ltd.

Fraternalists

Manor Hall Co. of Lethbridge
Oxbow Hall Lodge

Freezers—Food Storage Units

Tran Canada Freezers Ltd.

Frozen Foods

Casta & Robertson Frozen Foods
Dairy Dairy Ltd.

Fruit and Produce—Retail

D.C. Fruit
Lee's Food Market
Ren Fruit Store
Royal Fruit Store

Fruit and Produce—Wholesale

Plummer & Savage
Scott Fruit Co.
Western Grocers Ltd.

Funeral Directors

Consistent Bros.
Martin Bros.

Furnaces—Heating

Chadwick & Hill Ltd.

Furniture Movers

McLennan Transfer
Owen Distributing
Speedy Storage & Cartage Ltd.



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Transit-Mix Division - Phone 78103
LETHBRIDGE, ALBERTA

SPLIT ROCK



Lethbridge Directory

Furniture Dealers—Retail

Capehart Furniture (Lethbridge) Ltd.
Cut Rate Furniture Store
Empire Furniture Store
Garrison's Second Hand Store
MacLeod's Limited
Main New & Used Furniture
North Lethbridge New & Used Furniture
Polar Furniture Store
St. Louis Furniture Store
Starr Furniture Co.
Sylvan Imperial Furniture Store Ltd.
Thompson Furniture Store
Triangle Modern Wood Products

Furriers

Adler's Fur & Ladies' Wear Ltd. (Lethbridge)
Canadian Furriers
Lethbridge Furriers
New York Fur & Dress Shop
A. G. Thompson & Co.

GARAGES

Alex Tire Shop
Archibald Motors
Bony Chevrolet Oldsmobile Ltd.
DOWNTOWN WHITE ROSE SERVICE
Evans Motors 1944 Ltd.
Flaming Motors Ltd.
Gordie's Service & Auto Parts
Green Acres Service
H&L Bridge Service
H&W Service Station
Hippo Bros.
Imperial Motors Ltd.
International Harvester Co. of Canada Ltd.
Jack's Truck Garage
John's Motor Clinic
Fred King Motors Ltd.
Lethbridge Western Motors
Lytle's Auto Repairs
McLaughlin Garage & Auto Wreckers
Mechanics Sales Ltd.
Modern Motors
Moult's Auto Service
Pymond Motor Sales Ltd.
Riverside Garage
Sevigny-Servis Service Station
Southern Main Ltd.
Stone's Auto Repairs
Stumpy Service Station
Terry's Tire & Auto Shop
Top Top Service
Towns Auto Service
Top Car Sales & Service
United Service Garage
World's Top Motors

Gas Companies

Canadian Western Natural Gas Co. Ltd.

Gasoline and Oil Service Stations

Arctic Service Station
Bony Chevrolet Oldsmobile Ltd.
Bony's Maple Leaf Service
Canadian Oil Companies Ltd.
Central Service Station
City Service Station
Convenience Service
Dodge Service Station
El Rancho Service Station
Gair Service Station
Gard & Lane Service
Hiscoop Service Station
Imperial Motors Ltd.
Fred King Motors Ltd.
Lee's Bridgeview Service
Lethbridge Western Motors
North Lethbridge Motors & Auto Wreckers
Park Service Station
Rafols Service
H. Rolingens
Security-Grade Service Station
Shen Soap Service Station
Shelton Service & Trailer Court
Spartan Service Station
Roy J. Tremont
Terminal Service Station & Body Shop
Tip Top Service
Westminster Service Station

Generator Repairs

Hutton's Ltd.

Glass—Plate and Window

LETHBRIDGE GLASS CO. LTD.
Lethbridge Sash & Door Factory

Grain Merchants

Alberta Pacific Grain Co. (1943) Ltd.
Alberta Wheat Pool
Shannon Milling & Elevator Co. Ltd.
James Richardson & Sons Ltd.

Gravel, Rock and Sand

J. A. Jarvis Sand & Gravel
LETHBRIDGE SAND & GRAVEL CO.
(1954) LTD.

MONTELY BROS.

Superior Masonry Products Ltd.
United Sand & Gravel Ltd.

Greeners—Retail

LETHBRIDGE FARMERS MARKET
Bony's Groceries & Milk Bar
Bonydale Food
Denny's Grocery
Frank's Grocery & Meat Market
Greene's Grocery & Meat Market
Hawley & Wood Ltd.
Ing's Groceries
Jenkins's Groceries Ltd.
Juni's Grocery
J. & A. Johnston
Kobay's Grocery
Lee's Food Market

Greeners — Retail (Continued)

Rex Fruit Store
A. Mihalik
Mon-Lee Ltd.
Myles's Grocery & Confectionery
North Home Grocery
Parkdale Grocery
Pete's Grocery & Confectionery
Silverdale Groceries
M. Susskind
Southern Grocery
Wilson's Grocery
Wilson's Groceries
Wing Lee Grocery
York Grocery

Greeners — Wholesale

Home & Field Ltd.
Mordue's Consolidated Ltd.
Scott Fruit Co.
Western Grocers Ltd.

Gunsmiths

Blenner Mosaic & Smith

Handicrafts

Reardon's Handicrafts

Hardware — Retail

Barker's Foreign Hardware Co.
Bony Supply Centre
Cherish Hardware
Consumers Hardware & Supply
Consumers 9th Ave. Hardware
Dunn's Shop & Save
Hoyt Hardware Ltd.
MacLeod's Ltd.
Mannan Hardware & Appliances
North Lethbridge Hardware
Security-Grade Hardware
SOUTHERN ALTA. CO-OP ASSN. LTD.

Hardware — Wholesale

The J. H. Ashdown Hardware Co. Ltd.
Empire Brass Mfg. Co. Ltd.
Manufacturers Distributors
Marshall Wells Ltd.
P. J. McIntyre & Co.
Northern Hardware Co. Ltd.
Western Canada Hardware Ltd.

Harness & Saddlery

Bent's Sells & Leather Goods

Hat Renovators

Boston Hat Works

Haircutters

Lowell Hairdressing Parlor Subdivisor

Hats & Caps

Ross Hat Shop

Smart Hat Shop

Hay, Grain & Feed

Elton Milling & Elevator Co. Ltd.
Southern Alta. Co-op Assn. Ltd.

Four Square (Alberta) Lumber Ltd.

Manufacturers of CIRCULAR PLYWOOD GRANARIES and
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Lethbridge Directory

Health Food Products

Canadian Ethnic Distributors Ltd.
Lethbridge Health Food Centre

Hearing Aids

Listeners

Heating Apparatus

Come Ltd.

Heating Contractors — Hot Water & Steam

Bauer Plumbing
Cappie Heating Ltd.
Chapman & Hill Ltd.
Malvern Ltd.
Paul's Plumbing Contractor
Western Heating Ltd.
Western Plumbers Lethbridge Ltd.
Whitlock Bros.

Herbalists

R. Angus

Hides, Raw Furs & Skins

M. W. Adams
Davis Enterprises Alta. Ltd.
Helds Dump Truck (Hydraulic)

Hospitals & Homes

Quak Hospital
Lethbridge Municipal Hospital
St. Michael's General Hospital

Hotels

Alexandra Hotel
Arlington Hotel
Cecil Hotel & Cafe
Dallas Hotel Co. Ltd.
GARDEN HOTEL CO. LTD.
LETHBRIDGE HOTEL
Landon Hotel
MAJOR R. MOTEL LTD.
Windsor Hotel
York Hotel

Ice Cream Manufacturers

Baker's Spud Nut & Ice Cream Bar
The Crystal Dairy Ltd.
Pam Dairy Ltd.
Purley Dairy

Insolubles

Hart Hardware Ltd.
Wick Applicator Co. of Canada

Insulation

Alberta Home Insulation Co.
Canada Rock Wool Sales
Fiberglas Building Insulation
Lumber Co. Ltd.
— Davidson-Roman Lumber Leth. Ltd.
— Four Square (Alta.) Lumber Ltd.
Fiberglass Industrial Insulation — Bruce
Robinson Electric Ltd.
Insulation Industries Lethbridge Ltd.
A. L. Terry

Insurance Business — Agents & Brokers

Adams Agency
Allstate Insurance Co.
Wallace Bonman Co. Ltd.
British Canadian Trust Co.
Cheney Insurance Agency
Colley & Co.
Federated Mutual Insurance
FIDELITY AGENCY LTD.
Harris Agency
Hart Insurance Agencies
Albert E. Ives
R. H. Jacobson & Associates
LETHBRIDGE AGENCIES
Manufacturers Life Insurance Co.
McKillop Agencies
B. J. Marshall
Merrill Agency
Parkinson McKague & Co.
Ringland Merchants & Co. Ltd.
Rushley Agency
Santford Agency
E. A. Sharman
J. H. Walker
WILLIAMS-RHYNAS AGENCIES
O. J. Wood
R. L. Young & Co.

Insurance Business — Automobile

Williams-Rhynas Agencies

Insurance Business — Fire

Benson Hancox Insurance Agencies
Bowerman Wallace Co. Ltd.
Federal Mutual Insurance
FORSTER AGENCY LTD.
Hart Insurance Agencies
Parkinson McKague & Co.
Santford Agency
Henry Schwartz & Son
WILLIAMS-RHYNAS AGENCIES

Insurance Business — Rail

Williams-Rhynas Agencies

Insurance Business — Life

Canada Life Assurance Co.
Colley & Co.
Dunsmuir Life Assurance Co.
Everett Life Insurance Co.
Great West Life Assurance Co. Ltd.
London Life Insurance Co.
Manufacturers Life Insurance Co.
McKillop Agencies
Metropolitan Life Assurance Co.
National Life Assurance Co. of Canada
Northern Life Assurance Co.
Prudential Insurance Co. of America
Sun Life Assurance Co. of Canada
Sun Life Assurance Co. of Canada
A. C. Talbot
WILLIAMS-RHYNAS AGENCIES
Intercommunication Systems
Modern Electronics

Investments

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Investors Syndicate of Canada Ltd.
Nashott Thomson & Co. Ltd.
Ringland Merchants & Co. Ltd.
J. H. Walker & Co. Ltd.
Western Savings & Loan Assn.

Iron & Steel

Alberta Steel Products Ltd.
George Bell
Lethbridge Iron Works Co. Ltd.
Western Canada Hardware Ltd.
Western Metal Fabricators Ltd.

Irrigation

Lethbridge Northern Irrigation Dist.
Major Aluminum Products Canada Ltd.
Olivier Chemical Co. Lethbridge Ltd.

Jewellery & Watches (Retail)

Foster's Jewellery
Lloyd's Jewellery
Peters Nite Credit Jeweller
J. R. Palka
D. A. Renwick
Sandy's Jewellery
Southern's Jewellery
Sydney's Jewellery
MARRY WHEELER & SON LTD.
A. F. Zeman

Kennels

Bar-Kan Kennels

Kilnwear

Lugen Garment Ltd.

Ladies' Wear (Retail)

Ashley's Furs & Ladies' Wear Ltd. Leth.
Belmont Shoes Ltd.
L. Cameron & Co.
Fashion Shop
Fay's Apparel Shop
Honey's Better Dresses
Imperial Women's Wear
Kivora Dress Shop
La Kay's Ladies' & Children's Wear
Margo Ladies' Wear
Mayday Vogue Ltd.
McArthur Ladies' Wear
Modest Dress Shop
New York Fur & Dress Shop
Pette Shop
Powell's Ladies' Wear
Purcell Shop
Ray's Shop Ltd.
Robie's Silk Shop
Wicks & Cranston

Lamps

Oak Home Appliances
Landscape Gardeners
A. Bachman
Norman Dykman
Laundries
Laundrette Co.

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Parts — Garage Supplies
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LETHBRIDGE, ALBERTA



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Phone 2861

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Lethbridge, Alberta

Lethbridge Directory

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Lawn Mowers Sales & Service

Deas Repair Shop
Huttons Ltd.
Lawn Boy Rotary Power Mowers - H R
Carson Ltd.

Libraries

Lethbridge Public Library
Mason Library

Lighting Systems

Union Tractor Ltd.

Linen

Mrs. D. A. Baby
Southern Alberta Linen Supply Co.

Linooleums — Wholesale & Retail

A & B Floor Coverings Co.

Liquified Petroleum Gases & Equipment

Red Gas Ltd.
Stewart Petroleum Ltd.
Sturdee Petroleum Ltd.

Lithographers & Embossers

W. J. Douglas Ltd.
Rehm Printing Co.

Live Stock Dealers

Alberta Stockyards Co. Ltd.
Canada Packers Ltd.
E. Langdon
HAYS & RARE LTD.
W. T. Mc
S. Kline
Lethbridge Central Feeders Assn. Ltd.
Lincoln Sawmills
SOUTHERN ALBERTA CO-OPERATIVE
ASSN. LTD.

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Credit Finance Corp. Ltd.
Household Finance Corp. of Canada
LETHBRIDGE AGENCIES
Nagata Finance Co. Ltd.
Personal Finance Co. of Canada
Road Credit Co.

Locksmiths

Day's Repair Shop (2 stores)

Luggage

Bain's Shoes & Leather Goods
Hest Handbags Ltd.

Lumber Dealers — Retail

Advanced Lumber Co. Ltd.
ALLAN BUILDERS SUPPLIES LTD.
Anas Lumber Co. Ltd.
Bauer & Alia Lumber Ltd.
BLUE SPRUCE BUILDING SUPPLIES
Dawson-Kramer Lumber Ltd.
FOUR SQUARE ALIA LUMBER LTD.
Lethbridge Lumber Ltd.
Rolling Lumber Co.

Lumber Dealers — Wholesale

Interior Lumber Sales
Midland Lumber Sales (Leth.) Ltd.
Monroy Lumber Sales Ltd.
B. Vanders

Macaroni Manufacturers

Cafelt Food Products Ltd.

Machinery — Excavating

Union Tractor Ltd.

Machinery Rentals

Lethbridge Equipment Rentals

Machinery & Supplies

Canadian Feedbunk-More Co. Ltd.
Ferguson Supply Alia Ltd.
Victory Equipment Ltd.
Wau Canadian Machinery Co. Ltd.
Wilkinson & McCowen Ltd.

Machinists

Biss & Hunt
Lethbridge Industrial Ltd.
Lethbridge Iron Works Co. Ltd.
Rump Shop

Magazines & Newspapers

American News Ltd.
S. R. Boyer & Son
General News Co.

Magnets & Repairs

Hudson's Ltd.

Manufacturers' Agents

Sigurd Berthous
A. Gaudet
Rena-Wan Distributors Ltd.
A. G. Thompson & Co.

Massage

John Cichak
L. Hukoska

Meat Markets

Al's Meat Market
Alberta Meat Market
Boulevard Meats
Economic Meat Market
Hoeller & Wood Ltd.
Independent Meat Market
A. Wilkade
Prime Meat Market
Quality Meat Market
Royal Meat Market & Bakery

Meats — Wholesale

Merlin A. Adams
City Abattoir
H. Heiser

Men's Clothing & Furnishings

Black & Walker
Christie Craft Co.
Gordon Clothing Co.
Gordon's Men's Wear
Kling's Men's & Boys' Wear
McGowan's Men's Wear Ltd.
Peters Men's & Boys' Wear
Rena's Menswear
Sack & Sack Ltd.
Lyle Sack
Smart Hat Shop
Starr's Men's Shop
Towner Hat Shop

Milliners

Jeanette Hat Shop
Marie Lorne

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Caterpillar Mining Equipment — Union
Tractor Ltd.
Wau Canadian Machinery Co. Ltd.
Lethbridge Industries Ltd.
Monuments, Mausoleums, Etc.
Lethbridge Monumental & Tile Works Ltd.

Mortgages

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Compass & Halburton Southern Ltd.

Motion Picture Business

National Film Board

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Hendle Motor
Knoxon Young Motor
Lakeland Colony
Old Child Motor
Sylvia Service & Trailer Court

Motor Cycles

Walter Davidson Sales

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Eaton Motors 954 Ltd.
Infinite Motor Hardware Co. of Canada Ltd.
Smith Motors Ltd.

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McLean Transfer
Queen Distributing
Specialty Storage & Cartage Ltd.

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Macleod Petroleum Oil Co. Ltd.
McGill Petroleum Oil Co. Ltd.
North Star Oil Ltd.
Sentry Service Oil Co. Ltd.
Standa Oil Ltd.

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Cable Ltd.
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Imperial Optical Co. Ltd.

Optometrists

R. D. Gries

Angus G. Miller

W. T. Milnes

Clifford A. Palmer

William & Nuttall

Outboard Motors

Blitz Outboard Motors H. R. Carson Ltd.

Boyd Hardware Ltd.

Commonwealth Hardware & Supply

Oxygen

Independent Oxygen Ltd.

Western Canada Hardware Ltd.

Paint Dealers - Retail

Barton-Purcell Hardware Co.

Canada Paint & Wallpaper Store

Commonwealth Hardware & Supply

Boyd Hardware Ltd.

Progressive Roofing & Supplies

Sevenson-Sutton Co. Ltd.

SHERWIN-WILLIAMS PAINT & WALL

PAPER STORE

SOUTHERN ALBERTA CO-OP ASSN

LTD.

West Canadian Machinery Co. Ltd.

Paint Dealers - Wholesale

Benson-Hammet & Scott

Boyd Hardware Ltd.

SHERWIN-WILLIAMS PAINT & WALL

PAPER STORE

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Ernie A. Bruchet

Len Bruchet

John's Painting & Decorating

Paul Lepinski

D. W. McMillan

Reeds & Son

Edward Michalovsky

Rethman & Hudson

T. Reeds

Wellington Rose

Paper Cups & Containers

G. H. Wood & Co. Ltd.

Paper Dealers - Wholesale

Hudson Paper Co. Ltd.

Mid-West Paper Ltd.

Scott Fruit Co.

Paper Dollies

G. H. Wood & Co. Ltd.

Paper Towels

G. H. Wood & Co. Ltd.

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A. E. Chase Studio

De Jordan & Studio

Frank Snoddy

Knight & Day Photographers

Ricker's Studio

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N. Bester

Highlow-Powley Clinic

Physicians & Surgeons (Continued)

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Gurcen, George S. Gray, Lloyd W. John-

ston, James H. Nobel, F. C. Rimbom.

G. Swindler

Russ, Hunt & Wright

J. E. McTavish

J. E. Morgan

Rose & Marshall

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Pipe Line Equipment

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Kirk & Finlayson

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Plumbers & Gasfitters

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City Plumbing Co.

Deluxe Plumbing

Francis J. Plumbing

Kubertson & Ltd.

Kelly's Plumbing

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P. Kuhn

Paul's Plumbing Contractor

W. B. Scott

Western Plumbers Lethbridge Ltd.

Whitlock Bros. Ltd.

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J. H. Ashdown Hardware Co. Ltd.

Crane Ltd.

Empire Brass Mfg. Co. Ltd.

Marshall Wells Ltd.

Western Canada Hardware Ltd.

Plywood & Veneers

Advance Lumber Co. Ltd.

Alma Builders Supply Ltd.

Alma Lumber Co. Ltd.

Devlin-Erasmus Lumber (Leth. Bldg. Div.)

Four Seasons (Alma) Lumber Ltd.

Lethbridge Building Supplies Co.

Lethbridge Lumber Ltd.

Northern Asbestos & Building Supplies Ltd.

Poultry & Poultry

Alberta Poultry Producers Ltd.

Central Alberta Dairy Pool

Southside Poultry Co. Ltd.

Power Companies

Calgary Power Ltd.

Power Transmission Equipment

Electro-Met Industries Ltd.

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Harold Job Printing

Paramount Printers

Robbie Printing Co.

Public Signographers

Lethbridge Signatory Service

Pump Manufacturers & Dealers

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Bruce Robinson Electric Ltd.

Freeman Supply Alts. Ltd.

CLIVER CHEMICAL CO. Lethbridge

LTD.

Western Canada Hardware Ltd.

Williamson & McGee Ltd.

Radio Dealers - Wholesale

Motor Car Supply Co. of Canada Ltd.

Radio Sales, Service & Supplies

Barton-Jackson TV & Appliances

Ruth Bennett

Bert & Mac's Radio-TV Ltd.

Charles Robinson

Emery's Radio & Electronic Service

Frederick's Radio & Television

Galt Home Appliances

Hay's Home Appliance Service Centre

John's Radio & TV Sales & Service

Johnson's Radio, TV & Refrigerator Service

Leaves TV & Radio Sales

Leister

Lethbridge Radio Service Centre

Modern Electronics

Pittman & Coats Electric

Rose Shive Appliance Ltd.

Varney

Railway Companies

Canadian Pacific Railway

Real Estate

Boyd Agency

Burns, Wallace Co. Ltd.

British Canadian Trust Co. Ltd.

Canabek & Holdings (Saskatoon) Ltd.

Douglas Real Estate

Galt Real Estate

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LETHBRIDGE AGENCIES

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Merrell Agencies

Norman Peel

Perkinson, McKee & Co.

Preferred Realty Co.

Robson Agencies

Ray & Carr

Henry Schwan & Son

Taney Realty Ltd.

Williams-Rhodes Agency

Courtesy Wood

O. J. Wood

S. C. Young & Co.

Refrigeration - Commercial

Canadian Ice Machines Co. Ltd.

Sweden Speed Processors - Jordan's Radio

TV & Refrigerator

Refrigerator Service

Bruce Robinson Electric Ltd.

Hay's Home Appliance Service Centre

James Refrigeration Service

Jordan's Radio TV & Refrigerator Service

Refrigerators

Freeman TV & Appliances Ltd.

Bruce Robinson Electric Ltd.

Capitol Furniture (Lethbridge) Ltd.

Galt Home Appliances

Boyd Hardware Ltd.

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Sevenson-Sutton Hardware

Pittman & Coats Electric

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Livestock - 4010 Manager - 2328

LETHBRIDGE, ALBERTA

Branch Stores

Cardston, Coaldale, Teber

Picture Butte



Lethbridge Directory

Rental Agency

British Canadian Trust Co.
Williams-Ripman Agencies

Restaurant & Hotel Fixtures

Western Heating Ltd.

Restaurants

Chang Web Chop Suiy House
Club Cafe (Leth.) Ltd.
Coffee Pot Cafe
Dunlop's Coffee Shop
EL RAYMOND DRIVE-IN RESTAURANT
Jack's Coffee Shop
K. & P. Cafe
Lung Yu Dui & Dine
LETHBRIDGE HOTEL COFFEE SHOP
Lin Kue Chop Suiy
Lotte Inn
MARDON COFFEE SHOP
New Coffee Shop
New China Chop Suiy House
New Moon Cafe
Parliament Coffee Shop
Park's Chicken Inn
Ritz Cafe
Shanghai Chop Suiy
Sungui La Cafe
Suzuki Cafe
Suzuki Steak Bar
Trotter's Inn
Suzuki Cafe
Tami Inn Coffee Shop
Wongy Coffee Shop
Wongy Cafe
Yale Cafe
Yale's Soda Bar

Seed Making Machinery

Union Tractor Ltd.
Ferguson Supply Alta. Ltd.
Waterson Equipment Ltd.
Wilkinson & McClean Ltd.

Roofing Contractors

Charlton & Hie Ltd.
Choi's Home Improvements
K. Hubert
Jones Roofing & Siding
Lethbridge Sheet Metal
Progressive Roofing & Supplies
Western Heating Ltd.

Roofing Materials & Supplies (Wholesale)

Canada Roof Products Ltd.
Dix-Casting Machinery Corp. Ltd.
Western Canada Hardware Ltd.

Rubber Goods (Wholesale)

Oliver Chemical Co. (Lethbridge) Ltd.
Western Canada Hardware Ltd.

Rubber Mats

G. H. Wood & Co. Ltd.

Rugs & Carpets

Continental Rug Co.
Jensen-Rosen (Lethbridge) Ltd.
Jensen's Ltd.

Sales - Vanita & Vanit Trucks

Remington Road Ltd.

Salvage

Salvage Salvage
National Salvage Co.

Sand & Gravel Handling Machinery

Union Tractor Ltd.

Sash & Doors

Atlas Lumber Co. Ltd.
Four Square (Alta.) Lumber Ltd.
Humphrey Windows & Door Sales
Lethbridge Sash & Door Factory
Tanner Bidding Supplies Ltd.

Scalloffing

Scoria Scalloffs - West Canadian Machinery Ltd.

Schools

Jack & Jill Nursery & Kindergarten
Lethbridge School District No. 51
Wilson Junior High School
Hamilton Junior High School
Coleman Institute
Lethbridge School Division No. 7 (nurs.)

Second Hand Dealers

Central Second Hand Store
Fred's Second Hand Store
Kerrison's Second Hand Store
Mam New & Used Furniture

Seed Cleaners

ELLISON MILLING & ELEVATOR CO. LTD.
O'Connor Early & Co. Ltd.

Seed Growers

Gwynne Seed Co.
O'Leary Killy & Co. Ltd.

Septic Tanks

Dawley Bros. Ltd.

Sewing Machines

Combs Sewing Machine Co.
Edna Sewing Centre
Lethbridge Machine Sewing Circle
Singer Sewing Machine Co.

Sheet Metal Workers

Carlton & Hie Ltd.
Fred Sheet Metal Works
Lethbridge Sheet Metal
Ward Sheet Metal

Shelving - Steel

A. G. Thompson & Co.
Shoemakers & Repairers
Dutchy's Shoe Repair
Steve's Shoe Repair Shop

Signs

Art Sign Co.
City Sign Co.
Commercial Signs
Gilbert Dye
Home Sign Lethbridge Ltd.
National Neon Displays Ltd.
Neon Products of Western Canada Ltd.

Social Service Organizations

Wellfare Mission City Hall
Soda Fountains Equipment & Supplies
G. H. Wood & Co. Ltd.

Sound Systems & Equipment

Sperting Goods - Wholesale & Retail
Barnett-Ford Hardware Co.
Glasgow-Massett & Smith
Concrete Hardware & Supply
Don's Repair Shop
Hart Hardware Ltd.
Motor Car Supply Co. of Canada Ltd.

Sporting Goods (Continued)

Sportland
Western Canada Hardware Ltd.
Sprinkler Contractors
Knap Aluminium Products Canada Ltd.
OLIVER CHEMICALS CO.

Stations - Retail

Commercial Provisions & Office Outfitters Ltd.
W. J. Douglas Ltd.
Southern Stations Ltd.

Steam Filters

Geo. H. Baxter & Son Ltd.
Hastings Ltd.
Whitlock Bros. Ltd.

Steel - Structural

Alberta Steel Products Ltd.
STEEL STRUCTURES & BUILDING
PRODUCTS LTD.
WESTERN METAL FABRICATORS LTD
G. A. NEILL

Stocks & Bonds

Thomson Neffelt & Co. Ltd.
Jensen Neffelt & Co. Ltd.
Kingland, Neffelt & Co. Ltd.
J. H. Walker & Co. Ltd.

Storage - Fur & Garment

Allister Fur & Ladies Wear Ltd. (Leth.)
Canadian Furriers
The Lethbridge Furriers
New York Fur & Dress Shop

Storage - Household

Belcher's Ltd.
Owen Contracting
SPEEDY STORAGE & CANTAGE LTD

Stoves, Ranges & Heaters - Retail

Bearly Western Sales & Service Co.
Bruce Robinson Electric Ltd.
Consumers Hardware & Supply (3 stores)
Hart Hardware Ltd.
Jensen-Johnson TV & Appliances
Rose Home Appliances Ltd.

Surveys

Wm. Edwards
J. P. Hamilton
Surveyors - Land
H. W. Brown & Co.

Tailors

For-Jin Tailors
John's Tailor Shop
Lee Duck
O. K. Laundry & Dry Cleaning
Peter Clever
Shin's Men's Shop
Tip Top Tailors Ltd.

Tanks - Steel & Wood

Horton Steel Works Ltd.

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Meadow Taxi Ltd.
Star Taxi
United Cabs Leth. Ltd.

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Teletype Service

Alta. Government Telegraphs

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Lethbridge Directory

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 Bert & Mac's Radio-TV Ltd.
 Burnett-Jameson TV & Appliances
 Fairlight's Radio & Television
 Galt Home Appliances
 Jack's Radio & TV Sales & Service
 Lavery TV & Radio Sales
 Latham's
 Pittman & Co. Radio
 Rose Home Appliances Ltd.
 Sigmund Furniture Store Ltd.
 Wilson Electric Supplies Ltd.

Television Supplies & Parts (Wholesale & Manufacturers)

Newer Car Supply Co. of Canada Ltd.

Theatres & Places of Amusement

Capital Theatre
 Greenmore Drive-In Theatre
 Leslie Theatre
 Pennington Theatre
 Ruy Theatre

Tinsmiths

Charlton & Hill Ltd.
 Paul Shain Metal Works
 Kuper's Plumbing
 Western Heating Ltd.

Tires — Dealers

Berry Chev. Obs. Ltd.
 Dominion Rubber Co. Ltd.
 Dunlop Tires & Rubber Goods Co. Ltd.
 Earl's Tire Service
 Arctic Service Station
 E. Kuper's Service Station
 Fish Tire Depot B.A. Oil Co. Ltd.
 Esso Motors (1954) Ltd.
 G. F. Goodrich Rubber Co. of Canada Ltd.
 Galt Service Station
 Imperial Motors Ltd.
 Park Service Station
 United Service Garage
 Goodyear Tire & Rubber Co. of Canada Ltd.
 Jack's Tire Supply
 Kirk's Tire Sales & Service
 North Lethbridge Motors & Auto Wreckers
 Park Tire Service
 Seiberling Rubber Co. of Canada Ltd.
 Chevrolet Tire Co.
 Sevenson-Servco. Oil Co. Ltd.
 Smith Motors Ltd.
 Spaulding Service Station
 Top Top Service
 Trimble's Tire Supply Ltd.

Tires — Repairing

Alex Tire Shop
 Blue Shop
 Rite's Tire Service
 Jack's Tire Supply
 Kirk's Tire Sales & Service
 North Lethbridge Motors & Auto Wreckers
 Park Tire Service
 Short Stop Service Station
 United Service Garage
Tobaccoists — Retail
 Club Cigar Store Ltd.
Tobaccoists — Wholesale
 Kitchin's Wholesale Ltd.
Toys — Electric
 Western Canada Hardware Ltd.
Towing Service
 Imperial Motors Ltd.

Tractors & Equipment

John Tractor Ltd.
 Pioneer Supply Alta. Ltd.
Trailers
 GRAY TRAILER SALES
 Lethbridge Body Works
 Oliver Trailer Car Service
 Southern Mech. Ltd.

Travel Bureau

Rosner Agencies

Truck Lines

Allied Van Lines Ltd.
 Amalgamated Truck Lines Ltd.
 Belcher's Ltd.
 Canadian Freightways Ltd.
 Canadian Pacific Transport Co.
 Cooper Transport
 Douch of Canada Ltd.
 Economy Carriers Ltd.
 Ewing Transport
 Galt Transport Co.
 Oak City Carriage
 Hillier's Transport
 John's Transport
 John's Express
MILLEN TRANSFER
 Melvin Transport Ltd.
 Miller & Brown Ltd.
 Miller & I. vire
 Murray Transport
 Nash Transport
 North American Van Lines Canada Ltd.
 O.K. Valley Freight Lines Ltd.
 Pass Express
 J. & L. Phillips
 Rook Transport
 Rice & Thibault Ltd.
 Robertson Transport
 I. J. Rife
 Roy's Pick-Up & Delivery Service
 Station Bus
 Skanska Trucking Services
 Son Freight Lines Ltd.
 Superior Transport Alta. Ltd.
SPEEDY STORAGE & CARGO LTD.
 Tabor Transport
 Webb Transport

Trust Companies

BRITISH CANADIAN TRUST CO.
 Royal Trust Co.

Typewriters & Supplies

Commercial Printers & Office Supplies Ltd.
 Leth Typewriter & Adding Machines Co.
 Remington Rand Ltd.
 Smith Canada Typewriters of Canada Ltd.
 Underwood Ltd.

Uniforms — Washable

Sunny South Garment Co.

Upholsterers

Bastide Upholstery
 Bonnett's Cleaners Tailors
 Eric Galt
 Graham & Jells
 Lew Upholstery
 Sharnes Upholstering Co.

Vacuum Cleaners

Electricity Canada Ltd.
 Galt Home Appliances
 Hawker Co. Ltd.
 Leaps Sales & Service
 Electric

Bruce Robbison

Vacuum Cleaners (Continued)

Lethbridge Appliances
 C. O. MacLennan Appliances Ltd.

Vacuums (Leases) Industrial

G. H. Wood & Co. Ltd.

Valves & Fittings

Center Limited

Veneer Blinds

Dress Venetian Blinds

Veterinary Surgeons

J. C. Carey
 Greenacre's Animal Hospital
 Lethbridge Animal Clinic

Wall Paper

Canada Paper & Wallpaper Store
 Hoyt Hardware Ltd.
SHEPHERD WILLIAMS PAINT & WALL PAPER STORE

Washing Machines

Beatty Washer Sales & Service Co.
 Bruce Robertson Electric Ltd.
 Galt Home Appliances
 Hoyt Hardware Ltd.
 Ingis Washing Machines
 Lethbridge Appliances
 Ross Home Appliances Ltd.

Water Coolers

G. H. Wood & Co. Ltd.

Water Heaters

Berry Plumbing
 Geo. Beatty & Son Ltd.
 Robertson Ltd.
 Western Plumbers Lethbridge Ltd.
 Whittell Bros. Ltd.

Water Softening Equipment

Aqua Soft Service Lethbridge Ltd.
 Servco (Lethbridge) Ltd.

Wax — Floor

R. A. Bernard
 A. G. Thompson & Co.
 G. H. Wood & Co. Ltd.

Welding & Brazing

GEORGE A. BELL
 Birm & Hurn
 Capital Welders
 East End Welding Shop
 Owen's Welding & Alignment Shop
 Lethbridge Iron Works Co. Ltd.
 Liberty Welders (Lethbridge) Ltd.
 Welding Products
 Western Metal Fabricators Ltd.

Welding Equipment & Supplies

Independence Oxygen Ltd.
 Western Canada Hardware Ltd.

Window Cleaners

Lethbridge Window Cleaners

Windows — Metal

Canada Rock Wall Sales
 Humphrey Window & Door Sales

Wire Rope

Pioneer Supply Alta. Ltd.
 West Canadian Machinery Co.
 Western Canada Hardware Ltd.
 W. Wilson & McClean Ltd.

Woodworking

KITAGAWA MOULDINGS

Woolen Products

Lega Garment Ltd.



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LETHBRIDGE, ALBERTA

327-2nd Street South

Lloydminster

Population — 5,000
Location — 150 miles west
of Edmonton
Highway — No. 16

ALONG the centre of a consistently prosperous mixed farming district, the Town of Lloydminster in recent decades has emerged as the focal point for new industrial development in northeastern Alberta.

Astride the Alberta-Saskatchewan border, the town not only serves a wide area in what is one of Alberta's better crop districts, but also draws the business and provides the commercial services for a comparable area in the neighboring province of Saskatchewan.

One of the earliest districts in which rich deposits of natural gas and oil were developed, Lloydminster industrially is literally years ahead of other centres where these essentials of industrial growth have only recently been tapped.

To a large degree Lloydminster owes its existence to the enterprise and persistence of the two corymuses who led early settlers to the district in 1903. It is true that final success of the venture rested with the pioneer homesteaders themselves.

For no matter how dynamic and inspiring the leadership, in the end result it was the perseverance and initiative of the individual settlers, each fighting his own battle to wrest a new home from the wilderness, which wrote the final entry in the log of the Barr Colony.

But to Rev. I. M. Barr and Rev. G. E. Lloyd must go the credit for the vision and faith which sustained the colonists in the early and trying days of settlement, often in the face of bitter opposition from the homesteaders themselves.

Both men had the utmost confidence in the success of the venture and each displayed an astounding, for those early days, knowledge of the territory to which they were determined to lead their charges.

Close to 2,000 persons, not a few of them individuals of substantial means, listened and were persuaded to his views on the tremendous potential of the new land. Many invested considerable savings in implements, stock and even home furnishings for their Canadian homesteads.

Once they arrived at their destination the future was largely theirs. They met the challenges unflinchingly and carved from the wilderness a community and a district which is second to none in the Canadian West.

Rev. Lloyd set about immediately to fulfill his duties at the centre of settlement on the Fourth Meridian some 20 miles south of the North Saskatchewan River; he established a "minister" or "mother church." Other churches were set up in the surrounding district of settlement.



Lloydminster Municipal Hospital

When the centre settlement was later named, Rev. Lloyd's contribution to the early colony was commemorated by joining his name to that of the first substantial building in the community, the "minister" Lloydminster.

Rev. Lloyd later became Anglican Bishop of Saskatchewan.

The initiative and enterprise of the homesteaders brought early results. It was not many years until the district became well known for its prosperous farms.

In just over a decade after the virgin soil was first broken, men like J. C. Hall and Sons were exhibiting world championship grains at an international agricultural show in Dallas, Texas, competing with 1,000 growers from all parts of North America.

In another field "Wee Donald," a Clydesdale stallion owned by Levi Weaver and Sons of Lloydminster, set a record which still stands by taking Grand Championship honors at the Chicago International three times in a row.

Establishment of the Provinces of Alberta and Saskatchewan in 1905, with the Fourth Meridian as the east-west boundary, led to some early confusion and duplication as far as municipal administration for the expanding community of Lloydminster.



Mel Scott, Mgr.

PRINCE CHARLES HOTEL

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This persisted over the years until 1930 when by Order-in-Council of both provinces the Saskatchewan town of Lloydminster and the Alberta Village of Lloydminster were amalgamated as one town.

Lloydminster's early recognition as one of the foremost agricultural areas in Western Canada is to a large degree the result of the local promotion by the Lloydminster Agriculture Society, established in 1907. One of the more progressive organizations of its kind in the West, the society has over the years maintained the interest of farmers in producing the very best crops and livestock which their resources will afford.

The results have been rewarding, both from a financial and prestige viewpoint.

The Lloydminster of today, population over the 5,000 mark, is a community in which solid achievement and confidence in the future are reflected in an atmosphere of prosperity and intense building activity.

Gas was located on the farm of William Parton 10 miles south of Lloydminster as early as 1926 and there was also some oil exploration in the area about the same time. The Sparky Number One well brought in in 1943 actually put Lloydminster on the nation's oil map. It is four miles west of the town.

Since that time new developments have been steady until the town today is the refining centre of Canada's largest black oil field.

From Kitcooty, 16 miles west, to Mandstone, 30 miles east, and from eight miles north of Lloydminster to Marsden 30 miles south, producers continue to prove up Main producing area is along a crescent-shaped line from Blackfoot eight miles west through Lloydminster and south 16 miles to Lone Rock.

The industrial development which has accompanied successful oil exploration in the area has included establishment of refineries to produce fuel oils, domestic furnace and Bunker C asphalt, road oils and some diesel fuels and gasoline.

Crude oil from the Lloydminster area has long been recognized as a type from which much superior asphalt products can be obtained. To take advantage of this a Victoria, B.C. firm, Sidney Roofing and Paper Company established a half million dollar processing plant next to the Husky Refinery in 1949.

As far as transportation facilities are concerned, Lloydminster is ideally situated for carrying out its role as an industrial point.

Both the Canadian Pacific and Canadian National Railways have lines linking the town with other centres of industry across the continent.

Canadian National now has the Saskatoon-Edmonton line which reached Lloydminster in 1935. The Canadian Pacific's Wilkie-Edmonton line was completed in 1928. Branch lines run out of Lloydminster to serve Halmound on the northeast and Paradise Valley on the southwest. Transfer tracks connecting CN and CP lines were laid at Lloydminster in 1952.

The Trans-Canada Highways proposed northern route runs through Lloydminster and there are indications that this road will soon be completely hard surfaced from Sas-



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katoon to Edmonton. The main north-south artery is Highway No. 17 which connects with Saskatchewan Highway No. 40 some thirty miles south of Lloydminster and runs northwards to the Saskatchewan River and beyond.

In recent years the Lloydminster Board of Trade has had increasingly favorable response to their suggestion that No. 17 be bridged at the river so that it may become a direct route into the RCAF's large new establishment at Cold Lake.

Bus Service is provided twice daily each way on Greyhound Bus Lines Saskatoon-Edmonton run.

The Saskatchewan Wheat Pool and Searle Grain operate the town's two grain elevators. Combined storage capacity is 70,000 bushels.

Lloydminster had hospital services as early as 1906, a scant three years after the colony was first established. Since that time the service has expanded with growth of the community. The present hospital was built in 1917 with a capacity of 24 beds. It has been since enlarged to a 46-bed institution.

The Bishop Lloyd Foundation Fund was established in 1955, Lloydminster's "Golden Jubilee" Year, as a fitting tribute to the town's founder and an investment in the community's future leaders.

The fund provides at least one scholarship annually for a Lloydminster high school student. Money for the fund was raised during the town's Jubilee Year, partially through sale of an official booklet, "The Promised Land," a detailed history of Lloydminster's founding and development, and from donations of the town's many past residents and friends in various parts of the world.

Curling, hockey and skating are the favored winter sports and there are excellent facilities for followers of each. In the summer baseball, softball and tennis get the nod.

For tourists there are first class motel and camping accommodations.

The town's tax rate is 63 mills on an assessment of \$4,200,000. The town debt is \$500,000.

Electrical power for Lloydminster and surrounding district is supplied by the Saskatchewan Power Corporation.

Population of the rural area served by Lloydminster is estimated at over 10,000.

Value of the chocolate loam land is estimated at \$25 an acre. Grain yields average over a long period run to 25 bushels an acre in wheat, 80 bushels for oats and 40 bushels for barley.

There are upwards of 10,000 head of cattle in the district, including several herds of purebred. About the same number of pigs are raised each year and there are also some 400 sheep and 2,000 head of dairy cattle.

Lloydminster is in the Rural Municipality of Britannia R. M. Secretary is E. A. Henning.

Mayor — V. U. Miner, Q.C.

Town Secretary — W. M. Cardiff

Board of Trade Secretary — R. Seyers



C. H. MOXLEY

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THE LLOYDMINSTER TIMES

George F. Baynton, Editor and Proprietor

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LLOYDMINSTER

Lloydminster Directory

Accountants

Chartered — Harris, Ferguson & Co.
Public — Maxwell Accounting Service
R. H. Maxwell
James Murray
T. D. Thewer

Advertising

Countdown Mosaic Service
Lloydminster Times

Air Conditioning

Bedard, Ltd.
Ben Spawell Sheet Metal
Zivvi Plumbing & Heating

Air Fields

Chapman Field

Air Line Companies

Canadian Pacific Air Lines Ltd.
Trans Canada Airlines — T. Jones

Alberta Government

Alberta Forestry & Natural Gas
Treasury Branch
Alberta Government Liquor Control
Alberta Conservation Board
Alberta Gov't. Telephone

Ambulance

Gay's Ambulance

Asphalt Products

Dorcasen Products Co. Ltd.
Excelsior Asphalts Ltd.
Farrington Corp. Canada Ltd.
Husky Oil & Refining Ltd.
Silbury Roofing & Paper Co. Ltd.

Auctioneer

Clair Flemons

Auto Body Shops

Harry's Auto Body Repair Shop — Harry
Seibel
Harry's Auto Body Repair Shop — Harry
Seibel
Meridian Motors Body Shop
Sportell's Auto Body Shop Art Sharrell

Auto Camps

Archie Greengard & Auto Camp
Hannan's Motel
Border Paint Shop & Cabins

Auto Supplies

Smart Wright
Taylor & Francis
Auto Wreckage Pioneer Auto Wreckage

Auto Towing Service

Arden Trucking
Harry's Auto Body Shop
Sportell's Auto Body Repair

Auto Wreckage

Pioneer Auto Wreckage

Bakeries

Dorcasen's Bakery — Claude Dorcasen
Lutz's Bakery

Banks

Alberta Treasury Branch
Bank of Nova Scotia
Canadian Bank of Commerce
Dominion Bank
Lloydminster Savings & Credit Union Ltd.

Barber Shops

Boyd's Barber Shop Loyola Barber Shop
McCurdy's Barber Shop D. McCurdy
Macdonald's Barber Shop J. Macdonald
A. D. Kennedy J. A. Gurd

Barriers & Solicitors

J. A. McLean & E. A. Anderson
V. U. Myers & T. C. Wabbling

Battery Service

Jack & Battery Service — R. J. Smythe

Beauty Parlours

Widgson's Beauty Parlor
J. Robert
Mrs. E. Stead
Mrs. P. Alexander
Elyse Beauty Salon
Maurine Beauty Salon

Blacksmith

D. Schweitzer

Building Movers

Lapin House Moving Sampson's

Book Store

Lester's Book Store ELLIS PHARMACY

Buses

Greyhound Bus Depot

Business College

Miller Business College

Cabinet Shops & Carpenters

Henry's Woodwork
Modern Cabinet Shop
Lloydminster Construction Co. Ltd.

Chiropractors

Dr. J. W. McLean
Dr. D. J. McGee

Churches

Anglican Church
Baptist Church
Lutheran Church
Grace United Church
New Presbyterian Church
Roman Catholic Church
Salvation Army
Anglican Rectory

Cleaners & Dyers

Joe's Laundry Cleaners
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Contractors — Electrical

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Bob's Electric
Harris Electric
Radio Electric
Sud's Sales & Service

Contractors

Excavating Sewer & Water Ditching &
Trenching — Bill Armstrong
Clive Construction Ltd.
Clive Engineering Co.

Contractors — General

E. M. Clive, Lloydminster Ltd.
Clive Construction Ltd.
Clive Bros. Builders
Gentry & Edwards
Krepp Bros.
Vince LeBar
Lloydminster Construction Co. Ltd.
Rood Construction
Rood Construction Ltd.
Rood Construction

Contractors — Road

Rood Construction

Contractors

Telephone & Power use George Cummins

Co-operatives

Lloydminster & District Agricultural Co-op
Assn. Ltd.

Dairy

Bank Co-operative Creamery Assn. Ltd.

Decorators

Wm. Thornd
Tony Hamlin
Drury Bros.
Stan Sherrick

Deliveries

Audy's Delivery
Am. Deville
Silver Arrow Transport
Archie Enterprises

Dentists

Dr. J. M. Lister — Dental Laboratory

Dr. H. L. Douglas

Dr. P. H. & E. W. Holt

Dr. F. W. Mearns

Dr. J. P. Mearns

Doctors

Dr. G. L. Cooke

Dr. J. M. Dickson

Dr. J. R. Heston

Dr. J. W. Heston

Dray & Transport

Arden Trucking

Allied Trucking

Audy's Delivery

Bill Armstrong

Clive Construction

Druggists

Mosley's Drug Store — C. H. Mosley

Kills Drug Store — H. A. & R. Ellis

Metrol Drug

Metrol Drug

Dry Cleaning

Joe's Laundry Cleaners — Joe Oyle

Quality Dry Cleaners — E. M. McEwen

Eggs & Poultry

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Lloydminster Directory

Oil Producers' Association

Lloyd Petroleum Association

Oil Producers

Amalgamated Oil Co. Ltd.
Co. Petroleum
Brookfield Refinery
Fargo Oil Ltd.

Lloyd Development Co.
Lloyd Petroleum Drillers
Mason Oil Ltd.
Consolidated Peak Oil Ltd.
Phillips Petroleum Ltd.
Shamrock Oil
Winlock Petroleum Ltd.
Yukon Oil Ltd.
Muddy Oil & Refinery Ltd.
Pur Oil & Gas Ltd.
Peak Oil Consolidated Ltd.

Oil Well Drilling Contractors

& Company

Barlow Bros. Ltd.
Borden Drilling Co. Ltd.
Lloydminster Development Co. Ltd.
Lloydminster Petroleum Drillers
Dominant Oilfields Supply

Oilfield Construction

Dual Construction Co.
George & Elwood

Oilfield & Gas Well Servicing

Wright & Sons Ltd.
Star Oilwell Servicing Ltd.
Oil Field Service

Oil Services

How Services

Optometrists

D. A. Cwal

Painters

Bender Paint Shop
Drury Bros.
Emhoff Bros.

Photographers

McGee Studio
QUARTON STUDIO
Jack's Studio
Ritchie Photo Studio - J. W. Ritchie

Physicians & Surgeons

Lloydminster Clinic Dr. W. G. Jensen
Dr. G. L. Cooke Dr. J. R. Matthews
Dr. J. M. Dickson Dr. J. E. Stene
Dr. J. W. Matthews Dr. E. J. Smith

Plumbing & Heating

Bedard's Ltd. - George Bedard
Qier's Plumbing & Heating W. Qier

Police

R.C.M.P.

Post Office

Lloydminster Post Office

Pool Rooms

Byrd & Kennedy J. B. Byrd & A. O.

Real Estate

Kennedy
O. G. Harris
Edie Billards

Refrigeration

Lloydminster Products - G. Brooker
Amalgamated Refrigeration - B. Anquet
Bulk Coop Creamery - H. Rossey

Radiators

Charlton's Mower Service

Radiation Repair

Central Radiator

Railways

C.P.R.
C.N.R.

Radio Repairs

Amalgamated Electric
Orill Gas
Electronic Service
Radio Ltd.
Radio Electric

Radio Station

CJND, North Saskatchewan

Records

Hearts Electric
Medical Hall

Refrigeration

Merry Leonard

Refineries

Excelsior Refineries Ltd.
Busby Oil & Refinery

Repairs

R. J. Brooks
Syd's Sales & Service

Restaurants & Cafes

Muddy Lunch Bar
New Royal Hotel & Cafe - Dean Lem
National Cafe - R. Mah
PRINCE CHARLES Mrs. Rendish
Edna Cafe - J. Mah

ALBERTA HOTEL

Royal Cafe
Highway Pools
McSchwartz Lunch

Roofing

Bedard Roofing & Paper Co. Ltd.
Dominion Products Co. Ltd.

Roofers Bonded

Ben Spratt Sheet Metal

Rooms

Airport Rooms
Alberta Rooms
National Cafe
W. Almond Apartments

Saw Repairs

J. H. Hill

Schools

2 public schools
1 high school
1 Business College

Second Hand Store

Hill's Second Hand Store

Sewing Machine

Singer Sewing Machine

Sheet Metal

Ben Spratt Sheet Metal
Bedard's Ltd.

Service Stations

Carl's Service Station
Red Head Service
Super Service
Short Stop Service
South Side Service
Frank Torrey

Shoe Repairs & Sales

Old Shoe Repairs
John Robt.
Mike Barclay
L. W. Proctor
Lloydminster Coop
Mason's Ladies Wear
PROCTOR'S SHOE STORE
Randy's Men's Shop
W. M. Phillips Co. Ltd.
Surplus Outlet Store
Gus Pfeiffer Shoe Repairs
Mike's Shoe Repair
Lloydminster Shoe Repair

Subscription Service

Jessie Subscription - Fred Jensen

Stockyards

A. A. Mitchell - cattle dealer
Lloydminster Stock Yards Glen Flax
Horse & V. Cabot
Horton Co.
Canada Packers
Swift Canadian

Tailors

John J. Bear
Custom Tailors

Taxi

Gert's Taxi - W. Hodge

Theatres

Bowman Conchies & Hudson
Gus Theatre Conchies & Hudson
G. & V. Drive In

Ticket Agents

Bob Daport
Tom Jones

Timber

Ben J. Spratt

Tires

Central Tire & Machinery

Transportation Companies

MacKay Transport & Warehouse
HILL & TRANSPORT

Truck Hauling Contractors

Conner's Trucking Service
Ed Lougheed & Sons
General Waste Service Ltd.
Haul Transport

Johnson Trucking

R. E. Lott

Ross Bros. Cartage Ltd.

Sampson's

Townsend Trucking

Black's Trucking Service

Bedard Bros. Trucking

McCarthy Bros. - trucking

Meyers Trucking

Upshery Shop

Jack Pines

Utilities

Canadian Utilities

Veterinarians

Dr. J. Chisholm

Dr. G. K. Walr

Vacuum Cleaners

Bedford, Mentor, Electrovac

Welders

D. Schwenke

Johnson Welding

Oilfield Welders

Smith's Welding

Universal Industries

Wholesalers

Marshall Wells Co. Ltd.

Dominion Fruit

Olivier Haring Co.

Scott Fruit Co.

Palin Dairies

Taylor & Preston Ltd.

Flour, Cst Supply

Canadian Propane

Mayor

V. U. Mier Q.E.

Secretary-Treasurer

W. M. Gordon

Board of Trade Secretary

George K. Ross

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Magrath

JUST over 30 miles north of the American border on Highway No. 5, the town of Magrath today has a population nearing the 1,400 mark. Like many another southern Alberta community it centres rich ranching and farming country where long hidden natural resources are now being developed towards what may be a new era of ever increasing prosperity.

When it comes, the boom will find Magrath ideally situated. Besides its first class road link with other centres in the west, the town is also on the Canadian Pacific Railway subdivision running out of Cardston. Greyhound Bus Lines operate a daily schedule through the community.

The town's tax rate in 1955 was 43 mills on an assessment of \$1,170,000. There are debenture debts amounting to \$29,365.98.

Services of a doctor are available in the town and those requiring hospitalization may be treated at the Magrath Municipal Hospital.

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MAGRATH, ALBERTA

Population — 1,400
Location — 30 miles north of U.S. Border
Highway — No. 5.

Educational facilities consist of a combined primary and high school which provides adequately for town and district students.

The four churches in the town are Latter Day Saints, Roman Catholic, Lutheran and United.

There is a 10-acre public park where both town and district residents may enjoy a variety of outdoor activities from relaxing picnics to all manner of sports.

Magrath is in the centre of a dark brown soil zone. Local farmers value their land high \$75 an acre, and with good reason.

In addition to its excellent ranching qualities, the soil also returns better than average in grain crops. Long term production records show yields to average 20 bushels an acre in wheat, 35 in oats, 30 in barley and 25 in rye.

Cattle raising is the main agricultural endeavour. Hogs are also being kept quite extensively on local farms and there is now considerable activity in the sheep raising field.

Dairy cattle are kept on some farms, but are not raised extensively.

Magrath is in the Rural Municipality of Cardston, No. 6.

Mayor — Earl Pingree Tenner Sr.
Secretary-Treasurer — John T. Steele
Board of Trade Secretary — W. E. Brown

Magrath Directory

Auto Supplies

Chemical/Instruments — Douglas Marker
Ford/Monark — J. A. Carter
International Trucks — Magrath Coop Association
Mercury/Motor — Earl Tomlinson
Plymouth/Chrysler — Garden City Motors

Bakery

Mrs. Cecile Dudley

Banks

Bank of Montreal — Dan Rueder

Barber

Mike Cook

Beatty Farfour

Douglas Job

Blacksmith & Welding

Norman Christensen

Churches

Latter Day Saints —
Pastor Ward Bishop H. A. Piveter
Second Ward-Bishop H. B. Skene
Catholic
Lutheran
United Church — D. Scott

Dairy

William Farney

Dentist

Magrath & Anderson

Doctors

Dr. Brewerton & Dible

Druggist

Dr. C. Fletcher

Dry Cleaning

Magrath

Electrical Appliances Sales & Service

Duane's Electric — D. HENNER
Hibert's Electric — L. ELIHART

Garages

J. A. Hamilton — Garden City Motors
T. A. Carter
Earl Tomlinson
R. Thompson
Jack Flannan — Flannan Motors

General Merchants

J. A. Hilde — Magrath Trading Co. Ltd.
Loch Stevenson
Harry Wong

Grain Companies

Alberta Pacific Grain Co. — C. R. Spence
Furnish & Robinson — E. B. Marker
Ogilvie Flour Mills — J. W. Alston
Alberta Wheat Pool — W. T. Lawlor
Elston Milling Co. — J. C. Robinson

Hospital

Magrath Municipal Hospital

Hotels & Motels

Wm. Christensen

Implement Dealers

Corbett — J. C. Robinson & Son
I. H. C. — Magrath Coop Association
John Diers — Doug Marker
Messing-Harris-Ferguson — Geo. Thompson & Son

Insurance & Real Estate

Jack Hamilton
H. C. Pouchon
L. A. Swinton

Library

Public Library

Locker Service

Magrath Coop

Lumber & Building Supplies

Citizen Lumber Co. — H. Austin
Yacore Building Supplies —
Gordon Bagby
Bauer Lumber — Dave Nessel

Oil Companies (Bulk)

British American — Tyler Oates
Imperial Oil — H. H. Maxwell & Son

Painters & Decorators

Shields-Robinson
Arthur Hornum

Pool Hall

Floyd Teemer

Restaurants & Cafes

Delicious Cafe
Lunch Bar — Frank Selby
Magrath Trading Co.

Schools

Elementary & High School
B. W. Dine — Elementary School Principal
High School — R. E. Maxwell

Tailor

Hans Poffel

Theatres

Park Theatre

Wood, Coal, Gas, Etc.

Alberta Pacific Elevator Co. — C. R. Spence

TOWN OFFICERS

Mayor — Earl Pingree Tenner
Secretary-Treasurer — John T. Steele
Councillors — D. W. Dine, James K. Maxwell, C. F. Selby, Richard D. Reed, Hans E. J. Law, Kenneth R. Hendley

Board of Trade Secretary

W. E. Brown

Mannville

Population — 536.
Location — 116 miles east
of Edmonton
Highway — No. 12.

THE Village of Mannville, a prosperous centre about 110 miles east of Edmonton on the Edmonton-Lloydminster line of the CNR, is a community noted for its progress and initiative over the years.

Here it was that Alberta's first district hospital was established in 1918. The hospital's founder, Dr J D Heaslip, is now superintendent of the Calgary General Hospital.

The village was named after J D Mann, a contractor with the Canadian Northern Railway.

The present population of the village is 550. There are 229 homes, located for the most part in picturesque residential districts, which are boulevarded and lined with trees.

Rail service is good, and provincial highway No. 16

provides good connections to Edmonton on the west and to other larger centres to the east. Greyhound bus lines operate a twice-daily schedule through the village.

The net assessment of the municipality is \$621,517. The tax rate is 56 mills, including 26 mills for schools and six mills for hospital. There are outstanding debentures to a total of \$54,375.

Most of the district farmers keep cattle, with a number of purebred Herefords, Aberdeen Angus and Short-horns in evidence. Swine and sheep are also raised.

Mannville is in the Municipal District of Minburn, No. 72. Secretary is Roy W Hay.

Mayor — A. E. Williams

Secretary-Treasurer — George Pemberton

Board of Trade Secretary — Ross Ewins.

MANNVILLE BILLIARDS

STEVE ZAHARKO

Barber Shop and Confectionery

MANNVILLE, ALBERTA

MIDLAND HARDWARE

C. A. Thumler and W. F. Ross

Sheet and Heavy Hardware

Phones: Bus. 20; Res. 139

Mannville, Alta

Mannville Directory

Acronyms

R. G. Rudd

Amulance Service

Mannville Motors

Auto Body Shops

Harry's Body Shop — H. Larkins

Auto Supplies

Design-Defecto — Mannville Motors

Clark & Kreller

(International) Trucks — Proudfoot & Conford

Studebaker — Mannville Garage & Machine Co.

Angus Street

Bank

Canadian Bank of Commerce —

A. D. Baker, mgr.

Barbers

W. Laurenceau

STEVE ZAHARKO

Barriers

J. J. Jones

Beauty Parlours

Mrs. F. White

Mrs. W. Laurenceau

Blacksmith & Welding

P. Roche

Mannville Iron Works — C. Blackford

Book Store

Torrence Drug Store — L. A. Torrence

Churches

Anglican — Rev. C. MacPherson

Lutheran — Rev. J. Nelson

United — Rev. I. Holter

Roman Catholic —

Georgel Talanovich — W. McE

Contractors — General & Building

R. Lutz

O. Jensen

I. Thompson

Peter Gish

Ronald Bodard

Doctor

Dr. David Haddad

Transport Companies

A. & B. Transport

Drugist

Torrence Drug — Leslie A. Torrence

Electrical Appliances Sales & Service

Leitch Hardware — Ross Leitch

Midland Hardware —

W. ROSE, C. THUMLEST

Garages

Mannville Motors — Clark & Kreller

Mannville Garage & Machine — C. Blackford

Joe's Service

Croft & Laidler

General Merchants

Mannville Trading

Red & White Store

Belgar's General Store

Van's General Store

Mannville Co-op

Grain Companies

National Grain Co.

Alberta Wheat Pool — D. Ows, agent

Alberta Wheat Pool — Harry Hamill, agent

Alberta Wheat Pool No. 2 — J. Chambers, agent

United Grain Growers — Grant Hetherington, agent

Alberta Pacific — J. McIndoe

Hardware Supplies

Midland Hardware — W. ROSE;

C. THUMLEST

Leitch Hardware — Ross Leitch

Hospital

Mannville Municipal Hospital

Hotels & Motels

Mannville Hotel

Implement Dealers

Alta-Chalmers — Alf Garbert

C.C.I.L. — Mannville Co-op

I.H.C. — Proudfoot & Conford

John Dyer — Angus Street

Mannville-Harris-Ferguson — Clark & Kreller

Manitoba-Motors — C. A. Swain

Insurance & Real Estate

R. G. RUDD AGENCIES

Maclean-McCoy

W. Skopitz

Carson-Hughes Agencies

Jeweller

J. W. Pakivits

Library

Mannville Public Library — Mrs. R. W.

Hay, librarian

Locker Service

LEN MANZ LOCKER PLANT

Lumber & Building Supplies

Beaver Lumber Co. — Ross Ewins, mgr.

Newspapers

Mannville Mirror — Mrs. Edith Johanson

Oil Companies (Bulk)

British American Products — D. Grant

Imperial Oil Ltd. — G. Barr

Painters & Decorators

C. J. Mayne

Peter Gish

Plumbing & Heating

Don's Plumbing — D. Johnson

Pool Hall

Steve Zabeke — MANNVILLE

BILLIARDS, BARBER SHOP & CONF

Poultry & Feds

Mannville Co-op — C. A. Swain

Restaurants & Cafes

Mannville Coffee Shop —

Linda's Coffee Bar —

Palace Cafe —

Louise Cafe —

Schools

New Mannville School — Hugh Doberty,

principal

Shoe Repairs & Sales

Peter Gish

Tailor

Mannville Motors

Theatres

Mannville Picture House — F. May

TOWN OFFICIALS

Mayor — A. E. Williams

Secretary-Treasurer — George Pemberton

Councillors — M. Mercer, R. W. Hay

Board of Trade Secretary

Ross Ewins

Len's Locker Storage & Meat Market

"The Home of Good Foods"

Fresh and Cured Meats — Frozen Foods

Fresh Fruits — Vegetables and Groceries

Phone 17 Mannville, Alberta

R. G. RUDD AGENCIES

Protect your investment

Insurance Investments Personalized Service

Phone 22

Mannville, Alberta

Marwayne

IN late April of 1954 a large section of the business district in the Village of Marwayne lay in smouldering ruins as the result of a disastrous fire. By the fall of the same year the rubble had been replaced by fine, modern buildings.

The quick recovery from a community catastrophe which might have kept another community floundering for years is typical of this fast growing centre in the northeastern corner of Alberta's thickly settled area. Far from floundering and licking their wounds, Marwayne's able leaders began laying plans for further modernization of the entire village by the installation of sewer and water mains in the year following the disaster.

Marwayne's population of over 350 provides all necessary business services for a district population estimated at an excess of 2,500.

The assessment of the village today is \$387,425. The tax rate is 41 mills. There is no municipal debt.

Power for the community is supplied by Canadian Utilities Limited.

For the sportsmen the area around Marwayne is

like a dream come true. Ducks and geese are plentiful and there are also adequate bags of upland game birds. Deer are found on both sides of the North Saskatchewan River which flows a few miles north of the village.

Farming land in the district varies from light loam to heavy black soil. It is valued around \$30 an acre.

Farmers expect an average wheat yield of 23 bushels an acre. Oats will run as high as 60 to 85 bushels an acre in a good year, barley 35 to 35 and rye about 20.

Most of the farmers in the area who raise purebred stock, and there are a good number, stick mainly to Herefords, although there are a few herds of Aberdeen Angus.

A large number of swine are also raised and some farmers keep sheep on their spreads. A fair number of dairy animals are also in evidence.

Marwayne is in the Rural Municipality of Vermilion River, No. 71. R.M. Secretary is Joseph Batty.

Mayor — William G. Curtis

Secretary/Treasurer — James A. Elliot

Board of Trade Secretary — E. A. Meiklejohn

LILY'S Cafe & Confectionery

Open 7 a.m.-12 p.m. - Sunday 10 a.m.-10 p.m.

Full Course Meals, Lunches, Specialize Fish & Chips

LILLIAN McMURRAY Prop.

Phone 55

Marwayne, Alberta

NEW MARWAYNE HOTEL

MIKE and STEVE DEMCHUK Props.

Dining Room

Hot and Cold Running Water in Rooms

Phone 11

Marwayne, Alberta

Marwayne Directory

Auto Supplies

Charlton Oldsmobile — R. Iain & Son

Marwayne Motors

Dodge-DeSoto — C. H. Hancock & Son

International Trucks

SON

Bank

Tanaka-Dominion

Barbers

C. F. Malchuk

Churches

United Church — Rev. S. McQuinn

Anglican Church

Christian & Mission Alliance — Rev. M. R. Johnson

Dairy

Don Day

Electrical Appliances Sales & Service

Perks & Spencer

Garages

Marwayne Motors — R. Iain & Son

C. H. Hancock & Son

J. R. QUIST & SON

A. E. Wirtz & Wirtz Garage

General Merchants

Marwayne & District Co-op Assn.

W. G. Curtis

S. A. Ray

Perks & Spencer

J. R. QUIST & SON

Grain Companies

Alberta Pacific — J. C. Barnett

Scoti's Grain Co. — J. W. Craig

Alberta Pool Elevators — E. Sattelmeyer

National Grain — E. F. Bell

Pioneer Grain — C. E. Hurler

Hardware Supplies

Green Lumber Co.

Beaver Alberta Lumber Ltd.

Hotels & Motels

New Marwayne Hotel

DEMCHUK

Implement Dealers

C.C.I.L. Marwayne & District Co-op

Assn.

M.F.C. — J. R. Quist & Son

QUIST

John Deere — Johnson & Kinchella

Mosley Rattle-Engine Co. — C. H. Hancock

& Sons

Oliver — C. H. Hancock & Sons

Insurance & Real Estate

J. A. Elliot

Locker Service

R. A. Swenson & Son

Lumber & Building Supplies

Green Lumber Co.

Beaver Alberta Lumber Ltd.

Oil Companies (Bulk)

Imperial Oil — Johnson & Kinchella

Anglo-American Exploration — C. H. Hancock

Plumbing & Heating

John Dool Jr.

Pool Hall

C. F. Malchuk

Postmaster

Ray J. Fennell

Restaurants & Cafes

Home Cafe — Wong Tung Wing

Lily's Cafe & Confectionery — Mrs.

LILLIAN McMURRAY

Marwayne Hotel, Dining Room

Seed Cleaning Plant — Marwayne Seed

Cleaning Assn.

Schools

3 schools — James S. Garfield

Shoe Repairs & Sales

Marwayne Shoe & Harness Shop — C.

MILL

Theatres

Harvey Galt — Community Hall

Wood, Coal Gas, Etc.

Scoti's Grain Co. — Coal

Perks & Spencer — Propane Gas

TOWN OFFICERS

Mayor — William G. Curtis

Secretary/Treasurer — James A. Elliot

Committee — A. E. Wirtz, John Spencer

Board of Trade Secretary

E. A. Meiklejohn

Marwayne Shoe & Harness Shop

CONRAD MILL, Prop.

Shoe, Harness and Saddle Repair

MARWAYNE, ALBERTA



J. R. QUIST & SON

McCormick Farm Equipment

International Motor Trucks

Texaco Gas, Greases and Oil

Phone 7

Marwayne, Alberta

Mayerthorpe

LOCATED some 87 miles west of Edmonton along the Canadian National Railway main line and just half a mile north of the main Edmonton, Valleyview Grand Prairie Highway, the Village of Mayerthorpe is well situated to serve the mixed farming area it centres.

The village name is a combination to commemorate the names of the district's first postmaster, a Mr. Mayer, and pioneer school teacher, a Miss Thorpe. Some of the earliest settlers in the area were a Mr. Bash, Dr. Mann, L. O. Crockett (no known relationship with the famed Davy), T. J. Hoban, John Grigg, Albert Nelson, Lloyd Woods, Art Knight and a Dr. Wolochow.

It was these men, and others who arrived a few years later, men like E. B. Loucks, A. M. Montemurro, S. Climie, R. Kidd, I. Philomen and the late Mr. Hamilton and Mr. Hazen, who worked together to develop the modern community which Mayerthorpe is today.

Present population of the village is close to 650.

In addition to the excellent rail service, Greyhound Bus Lines also operates a daily schedule through the village.

The village tax rate is 66 mills on an assessment of \$584,896. Outstanding sewer and water debentures total \$132,211.



The Hub Hotel Mayerthorpe

Population — 650.
Location — 87 miles west of Edmonton.
Highway —



Mayerthorpe Welding & Machine Shop

The Calgary Power Company supplies electricity in the village and surrounding district.

The community has 24-hour phone service and there are sewer and water services throughout the built up area.

There are three doctors in the village to provide medical services to urban and rural residents. Those requiring hospital treatment are cared for at the Mayerthorpe Municipal Hospital.

A new court house was opened in the village in 1955. There is a village police force and the Royal Canadian Mounted Police also maintain a detachment at Mayerthorpe. There is a well equipped volunteer fire brigade.

The combined capacity of the three grain elevators at the village is 84,500 bushels. Two of the elevators are owned by the Alberta Wheat Pool and the third by the Searle Grain Company.

The village is in the Lac Ste. Anne School Division. Facilities in the community serve both urban and rural students.

The three churches in the community are Roman Catholic, United and Anglican.

MAYERTHORPE AND DISTRICT CO-OP

OLE A. LIND, Manager

Dry Goods - Hardware - Groceries - Boots and Shoes - Full Line of Feeds

PHONE 18

MAYERTHORPE, ALBERTA



- Mayerthorpe - Welding & Machine Shop

EARL CHRISTENSEN, Prop.
Agents for Rock Oil, Oils and Greases
Farm Machinery and Melt Chain Saws

Phone 35

Mayerthorpe, Alberta

HUB HOTEL

A. M. MONTEMURRO, Manager
Fully Licensed Modern Rooms
Dining Room - Connection
Situated on Alaska Highway

Mayerthorpe, Alberta

Phone 2



MAPLE LEAF SALES

E. L. ADAMS, Prop.

Mossey-Harris Implements
Maple Leaf Gas, Oils and Greases
Home of Sales and Service

Phone 20R2

Mayerthorpe, Alta.



Maple Leaf Sales - Mayerthorpe

There is a municipal playground for the youngsters and facilities for other sports include a ball field, curling, skating and hockey rinks and a tennis court.

An active Board of Trade, CGIT, Scouts, Cubs and Rangers, and a branch of the Canadian Legion are among the village's service and social organizations.



Red & White Store - Mayerthorpe

The Legion Hall, St. Luke's Anglican Hall and the Mayerthorpe Theatre provide ample space for a variety of indoor community activity.

Among the services provided for tourists and visitors is a trailer court operated by the municipality.

PIONEER MOTORS

PETER ESKOW, Prop.

Sales and Service - Minneapolis Moline Farm Machinery
"The Home of Service"

Phone 3

Mayerthorpe, Alberta

VERN'S RED & WHITE STORE

VERNON POETER, Prop.

Groceries Fruit - Vegetables
Fresh and Cured Meats

Phone 16

Mayerthorpe, Alberta

Grey wooded land is the best description for the district surrounding Mayerthorpe. The farming property is valued at \$20 an acre.

Yields averaged over a long term period work out to 20 bushels an acre for wheat, 40 for oats and 35 for barley. Very little rye is sown.



Mayerthorpe Co-op Store

There are an increasing number of purebred herds on local farms. Swine and sheep are raised quite extensively throughout the district and a number of farmers also keep dairy cattle.

Mayor: Leo Crockett, Jr.

Secretary-Treasurer: Mrs. E. Glazer

Board of Trade Secretary: J. Blasko



E. A. Nelson Implement Shop - Mayerthorpe



E. A. NELSON

International Harvester Farm
Equipment Sales & Service
Imperial Oil Products
Wholesale and Retail

Phone 1 Mayerthorpe, Alta.



Mayerthorpe Hardware & Electric

R. KIDD and C. BLXTON, Props.

Electrical Supplies • Propane Gas and Appliances

Phone 19

Mayerthorpe, Alberta

MAYERTHORPE GARAGE

FRANK DICKS, Prop.

Oliver Farm Equipment

General Repairs

Phone 8

Mayerthorpe, Alberta



Mayerthorpe Farm Equipment

L. J. THORS, Prop.

Cats Machinery Shovelbaker

Cars & Trucks, Dominion Tins,

North Star Oil Products

Ph. 23-R2, Mayerthorpe, Alta.



GOULD and SON

INSURANCE and REAL ESTATE

Phone 41

Mayerthorpe, Alberta

Phone 45

Sangudo, Alberta

Mayerthorpe Directory

Auto Body Shops

Dugg's Auto Body Shop — E. Douglas &

D. Gylender

Auto Supplies

Food-Monarch Crockett's Motors Leo

Crockett, Jr.

International Trucks — E. A. NELSON

Plymouth-Chrysler — E. A. NELSON

P. DICKS

Studebaker — Mayerthorpe Farm Equip-

ment L. J. THORS

Bakery

Cumby's Bakery S. Clinch

Bank

Bank of Toronto-Dominion J. Thomson

Imperial Bank — J. Allen

Provincial Treasury Branch K. Tolley

Barber

N. D. McDermid

Beauty Parlours

Mayerthorpe Beauty Salon — Mrs. W.

Martin

Blacksmith & Welding

Blacksmith — F. D. Kilgus

Mayerthorpe Welding & Machine Shop —

E. CHRISTIANSON

Book Store

Mayerthorpe Drug

Stationery Store & Pool Hall

Chiropractor

Dr. McLeod (Thursdays)

Churches

St. Luke's Anglican Church — Rev. L.

Thomson

St. Agnes Roman Catholic Church

Father Pock

The United Church — Leonard King

Contractors — General & Building

Var's Concrete W. Wells, F. Dool

Dentist

Dr. Walter Zachert

Doctors

Dr. Vernon Krause

Dr. Wallace Yalton

Dr. James Letts

Druggist

Mayerthorpe Drug Store — Gordon

Edwards

Dry Cleaning

Mayerthorpe Dry Cleaners — Otto Hoffman

Electrical Appliances Sales & Service

Mayerthorpe Hardware & Electric R.

BLOD C. BURTON

Mayerthorpe Hardware — I. Thalmann

Lee's Gas Sales & Service

Funeral Home

J. L. Cody

Garages

Crockett Motors

Mayerthorpe Garage FRANK DICKS

E. A. NELSON GARAGE

Pioneer Motors — PETER ESKOW

Mayerthorpe Farm Equipment L. J.

THORS

Maple Leaf Sales E. L. ADAMS

General Merchants

Mayerthorpe Hardware

Mayerthorpe Electric — R. Kidd C.

Burton

Battaglia's Store — M. Battaglia

Mayerthorpe Drug Store — Gordon

Edwards

Mayerthorpe & District Co-op Assn. —

G. L. LIND

Vern's Red & White Store VERNON

POSTER

Zee's Ladies Wear & Gift Shop M. H.

Zee, Male

Grain Company

Searle Grain Co. F. W. Tryndy

Hardware Supplies

Mayerthorpe & District Co-op Assn. —

G. L. LIND

Mayerthorpe Hardware — I. Thalmann

Mayerthorpe Electric R. Kidd, C.

Burton

Reger Lumber

Hospital

Mayerthorpe Municipal Hospital No. 28

Hotels & Motels

Hub Motel — A. M. MONTEMURRO

Insurance & Real Estate

L. Gould — GOULD & SON

H. Grigg

Implement Dealers

C.C.L.L. Mayerthorpe & District Co-op

Assn. G. L. LIND

Crockett Motors, Leo Crockett,

Jr.

I.N.C. — E. A. Nelson Garage, E. A.

NELSON

J. I. Case — Mayerthorpe Farm Equip-

ment L. J. THORS

John Deere — Fred's Farm Implements —

W. J. Smith

Manner-Sperry-Ferguson — Maple Leaf

Store, ERNIE ADAMS

Monaco-Moine — Pioneer Motors,

PETER ESKOW

Oliver — Mayerthorpe Garage, FRANK

DICKS

Laundry

Mayerthorpe Dry Cleaners — Otto Hoffman

Library

Home & School Assn. located at Pioneer

Motels

Lumber & Building Supplies

Beaver (Alta.) Lumber Ltd.

Meat Markets

Stirling Meat Market — E. LLOYD

HUGHES

Vern's Red & White Store — VERNON

POSTER

Art's Meat Market — Horace A. Sully

Newspaper

Mayerthorpe Review Edson Printers

Mrs. L. Hughes

Oil Companies (Bulk)

North Star Oil

Imperial Oil

Painters & Decorators

R. R. Linton

Ray Jervis

Photographers

Stanko Studios — J. Stanko

Plumbing & Heating

Mayerthorpe Plumbing & Heating, 2nd

Floor

Pool Hall

N. D. McDermid

Postmaster

S. M. Koloszek

Restaurants & Cafes

Rescue Cafe — Mr. Ho

Blue Room Cafe — RAY & FAY HAW-

KINSON

School

Lee St. Anna School Bldg. No. 11 — J. M.

Dixon

Shoe Repairs & Sales

J. Furdak

Theatre

Mayerthorpe Theatre — M. A. Paulsen

Tourist Camp

Trailer Camp Village

Transport Companies

Rich's Trucking Service

VIA Agent

A. Green

Wood, Coal, Gas, Etc.

Beaver Grain Co.

Stirling Gas — Geo.

Mayerthorpe Electric R. Kidd, C.

Maple Leaf Store M. Feltman, Proprietor

Pioneer Motors, Parts Extra. Proprietor

TOWN OFFICERS

Mayor — Leo Crockett, Jr.

Secretary-Treasurer Mrs. E. Glaser

Commissioners — S. P. Wells, L. Gould

Board of Trade Secretary

J. Stanko

STERLING MEAT MARKET

F. L. HUGHES, Prop.

"Your Only Independent Meat Market"

Fresh and Cured Meats and Fish

Phone 26

Mayerthorpe, Alberta

BLUE ROOM CAFE

FAY and RAY HAWKINSON Props.

High Quality Home Cooked Meals

Ice Cream and Soft Drinks — Tobacco

MAYERTHORPE, ALBERTA

McLennan

Population — 475
Location — In Peace River
area
Highway — No. 2

THE town of McLennan situated in the Peace River area on No. 2 provincial highway and on the Northern Alberta Railway is a prosperous urban centre where 475 persons reside. Like many other towns and villages in the province it enjoys most of the amenities one used to associate with cities only and again like many other smaller places it has its own sewer and water systems.

The total taxable assessment valuation of town properties and improvements in 1955 was \$1,970,500, the tax rate was 52 mills and the debt-free indebtedness \$193,000. Included in the business community are a number of general stores, a local dairy, an auto supply agency, a bank branch, a drug store, three service stations, two hardware stores, a hotel, insurance agents, a lumber company, meat markets, bulk oil stations, a plumbing and heating business, a cafe, a theatre and a taxi firm.

McLennan has three church groups, Roman Catholic, Anglican and United, but the last two are without pastors at present. For education purposes there is a



McLennan Public School

public school, a separate school in which sisters teach and the St. John the Baptist dormitory, a residence for Catholic students. The local hospital, named in honor of the Sacred Heart of Jesus, is operated by an order of sisters.

Here there are a number of social organizations, including church societies, the Canadian Legion and the Eux. There is a public library service provided by the local council. Fire protection also is provided by the municipality and the town and the RCMP share policing duties.

Mayor — W. C. Kirkland
Secretary-Treasurer — Miss Jean Stoner
Board of Trade Secretary — Father Bauglet



Meat Market, McLennan

McLENNAN MEAT MARKET

R. BENDER, Prop.
Fresh and Cured Meats - Fruit and Vegetables
McLENNAN, ALBERTA

THE COUNCIL & CITIZENS OF

McLENNAN

WELCOME ALL VISITORS

We invite you to inspect our Town and facilities and prove for yourself the attractiveness of living in McLennan.

McLENNAN HOTEL

Mrs. B. Papineau and J. Dorcher, Proprietors

Modern Coffee Shop on Premises
42 Modern Fully Furnished Rooms
Rooms with Bath - Natural Soft Water
Fully Licensed Premises
Located on No. 2 Highway

Phone 10

McLENNAN, ALTA.



ANDY'S GENERAL STORE

A MUNGALL Prop
McLENNAN, ALBERTA

McLENNAN DRUG STORE

D. MERNER, Pharmacist
Prescriptions Kodaks Stationery Gifts
McLENNAN, ALBERTA



McLennan Curing Park



Another view of the Sacred Heart Hospital

McLennan Directory

Auto Supplies

Ford Monarch — Gauthier Motors, Mr. E.
Gauthier (Sub-Agency)

Bakery

McLennan Bakery
Mr. Ernest Schmidt

Barbers

Toronto-Dominion Bank Mr. George
Gagne

Barbers

Mr. James Brooks
Mr. Norman Cassell
Mr. Eudick Bucher

Beauty Parlours

Laurette's Beauty Parlor Mrs. Laurette
MacMillan
Helen's Beauty Parlor — Helen Lamotte

Blacksmith & Welding

Mr. Bert Dupuis

Churches

Catholic — St. John Baptist Cathedral,
Rev. Fr. Marace
United Church
Anglican Church

Dairy

McLennan Dairy — Mr. J. Desautel

Dentist

Dr. A. J. Hertz

Doctors

Dr. H. W. Fish
Dr. J. H. Wall
Dr. Paul Racette
Dr. Lois Racette

Druggist

McLennan Drug Store D. MERNER

Dry Cleaning

Modern Dry Cleaners — Mr. J. E. Fortier

Electrical Appliances Sales & Service

Factor & Pelland Mr. J. E. Fortier
Mr. L. Pelland

Garages

McLennan Garage — Mr. H. Charbonneau
Gauthier Motors — Mr. Ernest Gauthier
Tuxedo Service Station Mr. Chas.
Lamoureux

General Merchants

Grosvenor Bros. General Store Mr. Y.
Grosvenor
Andy's General Store — Mr. A. MUNGALL
McLennan Co-operative Store
Chaplin's Store — Mr. Lorne Chaplin
Group's Gift Shop
Smart Style Shop Mrs. Laurette
MacMillan

Hardware Supplies

Gateway Building Supplies Mr. P.
Beland
Grosvenor Bros. General Store

Hospital

Sacred Heart Hospital Rev. Sister Rose
Wetters

Hotels & Motels

McLennan Hotel — Mrs. BERTHA PAPI
NEAU & J. DOBOCHER

Insurance & Real Estate

Mr. James Brooks
Mr. Eudick Bucher
Mr. J. Jansette
Grosvenor Bros. General Store

Library

McLennan Public Library Mayor W. C.
Kirkland, Chairman

Lumber & Building Supplies

Gateway Lumber Co. — Mr. P. Beland

Meat Markets

McLennan Meat Market Mr. Richard
Bender
Stamper Meat Market Mr. Maurice
Brousseau

Oil Companies (Bulk)

S.A. Bulk Station — Mr. H. Charbonneau
Tuxedo Bulk Station Mr. Hector Dubois

Plumbing & Heating

Dashbrook, Pelland & McLeod Mr.
Leonard Proulx

Pool Hall

Mr. William Chouk

Postmaster

Mr. J. A. Linoges

Restaurants & Cafes

R & P Cafe Mr. Peter Wab

Schools

McLennan Public School — Miss G. McKay
Guy Seguin School Sister Yvonne
St. John the Baptist Dormitory — Rev. Fr.
Marace

Shoe Repairs & Sales

Berlet's Shoe Shop — Mr. Ray Becker

Taxi

Jack's Taxi — Mr. Jack Napier

Theatre

Rory Theatre — Mr. George Watson

Wood, Coal, Gas, Etc.

Mr. Laurence Simpson — Coal Dealer
Mr. J. E. Fortier & Mr. L. Pelland
Propane

TOWN OFFICERS

Mayor — W. C. Kirkland
Secretary Treasurer — Mrs. Joan Steer
Councillors — Dr. H. W. Fish, A. H.
Gibson, Dr. A. J. Hertz, C. R. Clark
Orville Wille, J. Chablon

Board of Trade Secretary

Rev. Fr. Bought

Medicine Hat

Population —
Location — 100 miles S.E.
of Calgary
Highway — No. 1

MEDICINE HAT, the first city in Alberta on the Trans-Canada highway's eastern leg within the province, has been one of Canada's most publicized cities over the past 80 years.

The city was founded on an abundance of natural gas and in its formative years was known for the fact that there was a place where the street lamps were never turned off, for the town fathers found it was cheaper to let the lights burn day and night than to hire a man to turn them on and off. Medicine Hat was also once the site of Canada's most northern weather station and was known "as the place where the weather comes from." Again it gained fame when the farmers of the area hired the services of a professional rain-maker. He produced over four inches of rain in one downpour but failed to produce any more after that.

Apart from these publicity facts we find Medicine Hat to be one of Western Canada's most highly industrialized cities. For here the manufacturer finds electricity, and natural gas in great abundance. In fact the cost of natural gas is so cheap for industrial use that the cost is equivalent of coal at 57 cents a ton.

The gas that has developed the "Hat" area's \$35,000,000 yearly production that includes brick and tile,



Aerial view of Medicine Hat

linseed oil products, pottery, sewer pipes, glassware was discovered by accident. In 1883 the CPR was drilling for water at nearby Carlstadt when a gas pocket was struck. It ignited and burned down the drilling rig. Nobody got excited about it at that time, except the people who owned the rig and the section workers who had gas to heat their homes. In 1881 far-sighted Sir William Van Horne, the CPR president, offered the town the use of a drilling outfit if it would look for gas. Gas was found at 800 feet, although its depth today is just over 1,000 feet. First industrial use of it as a fuel was made by a Charles Collier, a plasterer. Collier burned his own limestone, which was picked up on the prairie. He conceived the idea of digging a pit, filling it with limestone and piping the gas to the bottom of the pit.

In 1888 when the town was incorporated the council retained the gas as a public utility, establishing a precedent in Alberta by being the first to own and operate its own light, heat and power services.

Since that time the city has made no attempt to charge high rates and this, coupled with the abundance of gas, has drawn industries to Medicine Hat like a magnet.

Medicine Hat is a divisional point and junction of the Crownsnest Pass branch of the Canadian Pacific Railway.



Crystal Dairy in Medicine Hat



SAVOY CAFE

"Medicine Hat's Leading Restaurant"
JOHN EVANGELOS, Prop.
Tasty Meats, Lunches and Sizzling Steaks
Cooked and served by white help

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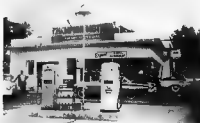
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Medicine Hat, Alta.



Champion Motors Medicine Hat

The townsite was selected in 1882 by an officer of the Royal North West Mounted Police and the name is probably derived from the fact that the word Saamis (meaning the headdress of a medicine man) was applied to a hill east of the city, from its resemblance to a medicine man's hat. There are several other legends concerning the origin of the name but most of them have been discounted, the above is used in most instances.

The city today is probably in a better position than at any time in its history, for now it not only has an abundance of cheap fuel for industrial use but it is also located on the eastern fringe of a great irrigation district. In fact, irrigation has been the medicine for this district in the past few years. There have been several smaller irrigation developments but with the completion of projects on the Bow River and the St. Mary-Milk River, water that wants to work is flowing to Medicine Hat's back door.

Transportation facilities are also excellent, providing the manufacturers with easily available means of distribution over any medium. As mentioned, the city

is on the main line of the CPR and it is also a stop for Trans-Canada Airways with daily flights east and west.

The city itself is one of trees and beautiful gardens with many citizens cultivating strawberries, raspberries, grapes, plums, cantaloupes, watermelons and early sweet corn which is shipped from Medicine Hat to other points long before corn from these areas can reach the market.

Sports and recreation are well provided for, as in most cities, and there are many clubs and organizations which support all city sponsored projects.

RURAL AREA

Medicine Hat is on the edge of what is known as the "Eastern Irrigation District".

Here are soils suitable for all types of irrigable crops: deep rich loams blending into light sandy loams and heavier clay loams, all free from stone and rock and with a deep clay subsoil that is ideal for retaining sub-surface moisture.



Imperial Royal Service Medicine Hat



Medicine Hat Co-operative Association

C. R. MAY, Manager

Groceries Meats Fresh Fruits and Vegetables
Hardware Pets Supplies Livestock and Poultry Feeds

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long distance furniture moving, crating, packing and storage
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Subway Super Service — Medicine Hat

The irrigation system includes the huge Bassano Dam on the Bow River, with a fifty-foot head of water. The main diverting canal has a capacity of 3,800 cubic feet per second. There are 2,100 miles of irrigation and drainage canals. The system has never known a water shortage, and the present water-carrying capacity is considerably in excess of the maximum requirements of the area under irrigation.

The 1,800 farm families of the area are not one crop farmers. They have long practiced diversification. Potatoes, alfalfa and sweet clover for hay and seed, sugar beets, radish, beet root, mustard and peas for seed are among the crops successfully grown over periods of years in addition to all of the cereal and coarse grains and flax.

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Western Canada's Largest Manufacturers of

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1-XL HOLLOW BUILDING TILE

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Exceptionally high-quality livestock of all types is produced in the district. This is a natural sequence to the ability of the farmers to raise two or more crops of alfalfa per year, and other forage and grain crops in abundance and the availability of ample open range pasture throughout the entire year.

Some of the manufacturers or plants already in operation in the area include vegetable canning plants, small fruit canning, quick freeze plants, pickle factories, sugar factories, meat processing plants, dairy products plants and poultry plants.

All in all the 170,000 acres under irrigation in this area makes it the largest project of its type in Canada and it has all the essentials to the successful and profitable operation of numerous types of manufacturers. It is a complete, equipped, proven project.

City Clerk W. A. Keith

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Real Estate Rentals Insurance

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Phone 4797

554 2nd Street

Phone 4797-2853 Medicine Hat, Alta.



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Novelty, Confections, Tobacco

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Medicine Hat, Alta.





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Medicine Hat

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1883—Weekly

Daily—1911

Publishers of the Daily and Weekly News



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C. W. Richardson

Adding Machines

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Adjusters

Student Adjustment Bureau
Crawford Pearson Medicine Hat Ltd.
Cypress Adjustment Agency

Airline Companies

Trans-Canada Air Lines

Airline Ticket Agencies

Canadian Agencies

Canadian Pacific Railway

Air Service — Chartered

Hat Air Service Airport

Aluminum

Paul Lorenz

Architects

Reich & Minkler
Ryle Wynn & Ryle
Stevenson & Downer

Army and Navy Goods

War Surplus Stores Ltd.

Associations & Societies

Alberta Motor Association
Beverage Dispensers Hotel Service Employees
Local
Canadian Cancer Society
Medicine Hat Carling Club
Red Cross Headquarters
Victoria Order of Nurses
Young Women's Christian Association

Auctioneer

R. F. Shepherd

Automobile Accessories Equipment & Supplies

Continental Auto Supply Associate
Huxson's Limited
Motor Car Supply Co. of Canada Ltd.
Taylor Peacock & Carson Ltd.
Universal Auto Supply

Automobile Agencies & Dealers —

New Cars

AMOS MOTORS LTD.
Bent Motors Canada Ltd.
Art Bell Ltd.
Cannal Motors
CHAMPION MOTORS
Gard's Motor Race Service
SUNWAY SUPER SERVICE
Volswagen Bay Service
Western Auto Sales

Automobile Agencies & Dealers —

Used Cars

Gardner Motors Ltd.

Automobile Body Builders

& Repairs

Amos Motors Ltd.
Bill's Auto Service
Dempster Auto Body Shop
Hil. Service Garage
Modern Motor Service

Automobile Electrical Service

Mutrie's Ltd.

Automobile Radiator Service

Hat Radiator Service

Ed Paul & Son

Automobile Wreckers

Hat Auto Wreckers
Smith's Service Wrecking Shop

Awnings, Tents, Etc

Alton Sales of Medicine Hat

Baggage Transfer

Jerry's Transfer

Barbecues — Retail

Douglas Bakery
National System of Baking

Bakers — Wholesale

Canadian Bakers Ltd.
McLaren Bakers Ltd.
Palace Bakery
Richardson's Bakery
Western Bakers Ltd.

Banks

Bank of Montreal
Bank of Nova Scotia
Canadian Bank of Commerce
Royal Bank of Canada
Toronto-Dominion Bank

Barristers & Solicitors

W. A. Bagg
John S. Blevins
Walter D. Goss
J. G. Kold
Hugh McMillan
H. Moore & Stone
A. V. Spivack

Batteries

Huxson's Ltd.
Kusner Electric
Royal Service Systems

Beauty Parlours

At's Beauty Salon
Alton Beauty Salon
Kay's Beauty Parlor
Lemley's Barber Shop
Marvell Beauty Hat
McGowan's Barber Shop & Beauty Salon
Murray's Beauty Studio
Barber Beauty Salon
Ray & John's Barber Shop & Beauty Parlor

Beverages

Seven Up a Medicine Hat Distributor
Superior Beverages Ltd.

Bicycle Dealers & Repairs

C. Feasby
LAWRENCE CYCLES

Billiard Halls

Berry's Billiards
Central Recreation
Rogers' Billiard Room
Riverside Pool Room
Royal Billiard Room & News Stand

Blacksmiths

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Booksellers & Stationers

Wholesale Book Room
MARSHALL'S BOOK STORE

Shoes & Shoes — Retail

Canadi Shoe Clinic
Gardner Shoes
Gardner's Shoe Store
H. R. Huchings
Smith's Shoe Store

Hatters

Seven-Up (Medicine Hat) Distribution
Barnack Brothers Works

Bowling Allys

Break Service

Goodie's White Room Service

Brick Manufacturers & Dealers

MEDICINE HAT BRICK & TILE CO.
LTD.

Broadcasting Company

CHAT Broadcasting Station

Building Materials & Supplies

Beaver (Alberta) Lumber Ltd.
Lowe Bros.
Beverline Supply Co. Ltd.
Northgate Building Supply Ltd.
The One City Planning Mill

Bos Line

Western Canadian Greyhound Lines Ltd.

Cabinet Makers

Har Cabinets

Carpenters

Carter Carpenters Herman's Ltd.
R. D. Hartley

Carriage & Storage

Alberta Carriage Co.
Crane's Transfer
One City Carriage & Storage
Rushon Hark
Lynne-Green's Transfer
Jerry's Transfer
Mickey's Transfer
George W. Palmer
Premier Carriage
ROBERTSON TRANSPORT LTD.
Roo Freight Lines Ltd.

Cash Registers

Burroughs Adding Machine of Canada Ltd.

Cemetery Offices

Chapel Lawn Memorial Gardens Ltd.

City of Medicine Hat

Chamber of Commerce

Chamber of Commerce

Clothing Manufacturing

Canada Export & Mfg. Co.

Children's Wear

Baby Shop
Junior's Shop
Sue's Ragsale Store
The Tut Shop

China Crockery & Glassware

The Brick Hardware Ltd.
TURYER'S FURNITURE LTD.

Chiropractors

D. K. Mann
T. D. McCallum
W. W. Robertson

Church Organizations

Christian Science Church & Reading Room
Fifth Avenue United Church
Grace Lutheran Church
Memorial United Church
Pastoral Evangelistic Centre
St. John's Presbyterian Church
Westminster United Church

Clay Products

Alberta Clay Products Ltd.
MEDICINE HAT BRICK & TILE CO.
LTD.

Cleaners & Dyers

Biss & White Service
DYOROS CLEANERS
Leamy & Co.
Medicine Hat Steam Laundry Co. Ltd.
SAVE-WAY CLEANERS & DYERS

Clubs

Canadian Legion
Connaught Golf Club
Medicine Hat Golf Club

Cold Storage

Western Locker & Storage Co. Ltd.

Collection Agencies

Credit Bureau of Medicine Hat

Colleges & Schools

DAWBUITT BUSINESS COLLEGE
Hillcrest Bible Institute
Jack & Jill Kindergarten
Medicine Hat School Division No. 4
Presbyterian Training School
St. Patrick School
St. Thomas Academy
Alexander High School

Concrete Block

Kinnaird Concrete

Confectioners — Retail

Carr's Confectionery
Central Park Confectionery
Central Shoe Shop
The Chocolate Shop
Coburn's Confectionery
Cromart Hingins Confectionery
Crown Confectionery
Dulcis Confectionery
Emile's Confectionery
Hendy Confectionery
Mrs. E. Lope
Marvel Soda Fountain & Novelty Shop
Modern Confectionery
Parkdale Confectionery & Grocery
Star's Confectionery

Contractors — Building

T. Cole
Edwards
Fletcher Construction
Joseph Kramarz
L. Link
Grand Construction Ltd.
Andrew Olson
Siskel Construction
Wells Construction Co.
CONTRACTOR — EXCAVATING
John A. Cooper

Contractors — General

Alberta Sand & Gravel
Hitch Construction Co.
Pope Barber Ltd.
Foundation Co. of Canada Ltd.
F. R. Gibbs
JOHNSON CONSTRUCTION CO. LTD.
Little Chief Construction Co.
McConnell Construction

Medicine Hat Contractors

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Oand Construction Ltd.
P. H. Oand Ltd.
F. W. Robinson Construction Ltd.
Bark Construction
Baker Construction
W. C. Wells Construction Co. Ltd.
N. Zeller
J. A. Zeller

Contractors' Supplies

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Cooking Utensils

Schneider's Stainless Steel Fred Lorenz

Credit Reports

Credit Bureau of Medicine Hat

Dairies

CRYSTAL DAIRY LTD.
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Dancing Academy

Salah Dance Hall

Dental Laboratories

Medicine Hat Dental Laboratory
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Dentists

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Pauline C. Haven
R. Kramarz
Medicine Hat Dental Clinic
J. D. Morrison
A. E. Slack
E. A. Slack
A. W. Soudiloff
J. L. Wyatt

Departmental Stores

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Haber Departmental Store
Simpson-Sears Ltd. (Order office)

Doors — Metal

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Dressmakers

Parish Dressmaking Shop
Ray's Sewing Shop

Drive Yourself Cars

Mat. Rent-A-Car
John's D-Drive

Druggists — Retail

American Pharmacy
Bayliss's Drug Store
Duncan's Drug Store
HAYBOM DRUG STORE
Luggan Drug Co.
MacKenzie Drug Co.

Dry Goods — Retail

Best's Drug Store
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Electrical Equipment & Supplies — Wholesale

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Medicine Hat Directory

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Casalini Constable Co. Ltd.
Central Electric
Dunn Electric
Fisher Constables
Humm Electric
Knowles Electric
Charles E. Neas
Southern Electric
Urban Electric Contractor

Employment Agencies

National Employment Service

Engines — Diesel

Batten's Ltd.

Engines — Gas

Batten's Ltd.

Klassen Electric

Explosives

Explosives Ltd.

Express Company

Canadian Pacific Express Co.

Eye, Ear, Nose & Throat Specialists

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Farm Machinery & Supplies

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Dempster Farm Equipment Ltd.

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Lape Bros.

T. McAvity & Sons (Western) Ltd.

Nichols Farm Equipment

Pedwell & Sons

B. SEPT & SONS

Financial Agents

Industrial Acceptance Corp. Ltd.

Personal Finance Co. of Canada

Tradex Finance Corp. Ltd.

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Five, Ten & Fifteen Cent Stores

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Mills Greenhouses

Poyser's Greenhouses

Riverside Greenhouse

Rosney Florist

Flour Mills

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Maple Leaf Milling Co. Ltd.

Ogilvie Flour Mills Co. Ltd.

Foundries

T. McAvity & Sons (Western) Ltd.

Fraternities

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Ottawa Club

Fruit & Produce — Wholesale

Douglas Fruit Ltd.

National Fruit Co.

Furniture Dealers

Cook's Furniture Chapel

PATTISON FUNKER HOMES

Furniture Dealers — Retail

Bentley's Ltd.

Bonney's Hardware & Furniture Store

Capital Furniture Store

J. J. MOORE & SON LTD.

Yusuf's Furniture Store

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Store

TURVEY'S FURNITURE LTD.

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Crane's Upholstering Shop

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Stone Fur

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Glassware

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Grain Merchants

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Grocers — Retail

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Central Grocery & Meat

Clarkson's Grocery

Cosnaught Groceries

Delano Groceries

Dick's Grocery & Meat

Ray's & Lee's Grocery & Confectionery

Pammy Grocers

Peelings

Goff's Grocery

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Hat Grocery

Hack's Grocery

El-Way Groceries & Hardware

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Hides Raw Fur & Skins

Lude Brothers

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Hospitals of Red

General Hospital

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CO.

Canadian-Rhodes Agency

Helpe Agency

R. M. KENT & SON

Lang Bros. & Olson Ltd.

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STONE AGENCEES

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675-2nd Street Medicine Hat

Medicine Hat Directory

Investments

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Monarch Investment Ltd.
W. C. Pilonis & Co. Ltd.
James Robertson & Sons

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S. F. Scott Mfg. Co.
Whitely Iron Works

Jewellery & Watches — Retail

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ALBERTA CREDIT JEWELLERS
J. C. Darrat
J. W. Fennell Wright's Jewellery Store

Just Kicks

H. O. Clark
Frederick's Hide & Fur Co.
Lynn Bros.

Labour Organizations

United Construction Workers Local No. 471

Ladies & Children's Ready-to-Wear

Berkley Ladies Wear
Betty Shoppe Ltd.
The Cinderella Shop
Darling Dress Shop
Debutante Shop
Lilly Fair Ltd.
The Mayfair
Paper Department Store
The Sully Shop Ltd.
Sara's Bargain Store
Silver's Store

Laundries — Self Service

Laundromat

Laundries — Steam Power

Medicine Hat Steam Laundry Co. Ltd.

Lawn Mowers Sales & Service

Murray's Ltd.

Licensed Oil

Alberta Licensed Oil Co. Ltd.

Liquidated Petroleum Gases

& Equipment

Jacobson's Parts Equipment Ltd.
Medicine Hat Progress Services Ltd.

Livestock Dealers

W. S. Logan

Locksmiths

Louise Cycles

Lumber Dealers — Retail

Bayco Alberta Lumber Ltd.
GAS CITY PLANNING MILL LTD.
Mason Brothers Lumber
Rawlstone, Spencer Co. Ltd.
Southco Building Supply Ltd.

Machinery

T. McVittie & Sons (Western) Ltd.
Medicine Hat Iron Works
Medicine Hat Machine Works

Magnets & Repairs

Murray's Ltd.

Manufacturers' Agents

One, Guyton

Market Gardeners

John Blot
Dymally Greenhouses
Power House Gardens
Riverside Greenhouse
River View Greenhouses
Valley Dale Greenhouse
Lucky Wang

Meat Markets

Elst Street Market
Food Shopper
Foodland
Ott's Food Store & Locker Mart
Medicine Hat Co-operative Ltd.
Midway Grocery & Meat
Pioneer Grocery & Meat Market
Star Meat & Grocery Store
Taylor Bros.

Men's Clothing & Furnishings

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Berd Clothing & Hat Shop
C. P. H. Men's Boys' Store
Enquire Shop
A. C. Hawthorne & Son Ltd.
The Hub
Lark Wear & Wear
Sara's Bargain Store

Mining Supplies

The Dicks Hardware Ltd.

Motor Courts

Brookwood Auto Camp
Casa Linda Motel
Delux Auto Court
Fremont Motor
Hat Motel
H. Ray Motel
Maple Leaf Auto Court
Michael's Motel
Riverside Auto Court
Roberts Motel
Trent Canada Motel

Motor Truck Dealers

Amco Motors Ltd.
Bony Motors, Canada Ltd.
Carmax Motors

Movers

Robertson Transport Ltd.

Music Colleges & Teachers

Martin G. Calder

Musical Instruments

Joe L. Levesque
FLEMING'S MUSIC MGRS.
Neurological Practitioners

News Dealers — Wholesale

American News Co. Ltd.

Newspapers & Periodicals

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Calgary Herald
MEDICINE HAT NEWS LTD.
Western News Agency

Oil Companies

British American Oil Co. Ltd.
Canadian Oil Co. Ltd.
M. A. Henderson — Tensco Oil
Imperial Oil Ltd.
McCall Petroleum Oil Co. Ltd.
North Star Oil Ltd.
Sawney Seven Oil Co.

Oil & Gasoline Service Stations

Amco Motor Ltd.
Bridge Street Service Station
Bl-Way Service Station
Earl & Meier Ltd.
Marion Auto Service
Royal Service Station
Tom's Service Station
Twin-Canada Service Station
Walt & Bruce's Race Service & Coffee Shop

Oil Well Services

Johnson Testers Ltd.
Earl Schaffner

Oil Well Tools

Western Drilling Supplies Ltd.

Opticians Dispensing

C. Drenth

Opticians Manufacturing & Wholesale

Imperial Optical Co.

Optometrists

James & Podley
Robert J. McQuarrie
J. W. Wain

Packing Houses — Meat

Canada Packers Ltd.

Paint Dealers — Retail

Chaplin Paint & Wallpaper Store
Terry's Paints Ltd.
THE GAS CITY PLANNING MILL

Painters & Paperhangers

William Belsky
Bill's Painting
Suncat Degrade
Dutch Shoppers
T. E. Grant
S. Hadden
H. Jorgensen
S. J. Plumber & Decorating
J. Westman

Photographers

BLR'S PHOTOS
Everett Studio
Gairbairn Studio

Physicians & Surgeons

M. J. Boush
W. C. Campbell
J. M. Conan
M. Dunn
T. W. Garshaw
M. M. Halloran
D. M. Lawton
D. F. Lewis
D. R. Lewis
D. R. MacCharles
E. D. MacCharles
S. P. McEwen
J. P. McEwen
Medical Arts Clinic
L. A. Rook
E. G. F. Seiner

Physiotherapy

J. Stans

Piano & Organ Dealers

Fleming's Music House

Pipe

Lynn Bros.

Planning Mills

Gas City Planning Mill Ltd.

Plasterers

Shelton & Lundy
Peter Gleicher
William Knodel
Quindred Lear
Julius Wunder

Plumbers & Gasfitters

Belmont Plumbing Ltd.
Cap's Plumbing & Heating
Cohen's Plumbing & Heating
T. Hallworth
Hat Plumbing & Heating
Ingalls Plumbing & Gas Fitting
Tolson Construction
Stirling's Plumbing & Gas Fitting
H. Turner & Son
Western Plumbing & Heating Co.



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Rm. Phone 3281

Johnson Construction Co. Ltd.

Manager
E. JOHNSON

678 S. Railway Street
MEDICINE HAT

Medicine Hat Directory

Flywood & Veneers

Beaver (Alberta) Lumber Ltd.
Towle's Sawmill Co. Ltd.
Southall Building Supply Ltd.

Porcelain Products

National Porcelain Ltd.

Potteries

Medicine Pottery Ltd.
Medicine Hat Pottery Ltd.

Poultry & Products

Alberta Poultry Producers Ltd.

Power Companies

Calgary Power Ltd.

Power Transmission Equipment

Electrical Industries Ltd.

Printers

VAL MARSHALL PRINTING
E. N. Downen
Modern Press

Radio Sales, Service & Supplies

Arden's Radio Service
Dunn Electric
Fennell's Refrigeration Service
Jack's Radio Shop
Keweenaw Electric
Keweenaw Electric
D. A. Norris & Co. Ltd.
E. Sept & Sons

Railway Company

Canadian Pacific Railway

Railway Contractors' Supplies

Black Hardware Ltd.

Real Estate

Armstrong Real Estate
BUSINESS HOME & FARM LOCATING

Co. CUSTOM REALTY

Malcolm Agacian
Medicine Hat Real Estate
Modern Realty

STONE AGENCIES

Refrigerator Service

A. Radio & Refrigeration Service
Fennell's Refrigeration Service
Huskinson's Refrigeration Service

Refrigerators

Arden's Radio Service
Dunn Electric
Cook's Equipment Ltd.
D. A. Norris & Co. Ltd.
Rice & Mac Name Equipment & Appliances

Restaurants

Barber's Lunch Box
Canada Cafe
City Cafe
Club Cafe
Coffee Bar & Grill
S. DeVator
Glen House Restaurant
Hi Way Lunch & Confectionery
Jenny Lunch Counter
Park Dairy
Piney Ltd.
Rainbow Lunch
Rex Cafe
SAVOY CAFE
Swine Cafe
Sweet Spot
Tavern Cafe
The White Spot

Roofing Contractors

Higginson Sheet Metal
Kestler Sheet Metal Works
Macdonald's Ltd.
Southall Sheet Metal
Superior Roofing

Rubber Stamps

E. N. Downen

Scaffolding

Southall Building Supply Ltd.

Second Hand Dealers

Johnson's New & Second Hand Store
Turd Street Second Hand Store

Seed Growers

Grimes Alberta Seed Growers

Sewing Machines

Combs Sewing Machine Co.
Ema Alberta Ltd.
Neches Sewing Machines
Karl's Sewing Shop
Singer Sewing Machine Co.

Sheet Metal Workers

Edgar Sheet Metal
Higginson Sheet Metal
Southall Sheet Metal
Superior Roofing

Shoe Shine

CENTRAL SHOE SHINE

Signs

J. Barrie
Isaacs Signs
Pete's Signs

Smallwares & Notions

Mek Wholesale Distributors

Steamship Agents

Canadian Pacific Railway

Steel — Structural

A & B Steel & Alloying Co.
Frederman's H&E & Fur Co.
Lump Tron

Stocks & Bonds

W. C. Pittfield & Co. Ltd.
Manors Richardson & Sons

Stoves, Ranges & Heaters — Retail

Capital Furniture Store
Dunn Electric
Klenn Electric

Surveyors

D. A. Norris & Co. Ltd.

Tailors

J. Cleland
J. Elliot

Taxis

City Taxi
DeLuxe Taxi
Mickey's Taxi
O.K. Taxi

Bar Taxi

Telegraph Companies

Canadian Pacific Telegraphs

Teletype Service

Alberta Government Telephones

Television Sales & Service

Arden's Radio Service
Jack's Radio Shop

Theatres & Places of Amusement

Astra Theatre
Mammoth Theatre
Rex Theatre

Tires — Dealers

Carlisle Tire Service Ltd.
Central Motors
Corby Equipment Ltd.
Marble Auto Service
E. Sept & Sons
Tom's Service Station
Gardner Motors Ltd.

Tires — Repairing

Carlisle Tire Service Ltd.
E. Sept & Sons

Tobaccoists

Boyd Wholesale Ltd.
Mac's Cigar Store

Transfer Companies

Cross's Transfer
Jenny's Transfer
Mikler's Transfer

Travel Bureaus

Carson Agencies

Truck Lines

Arden's Transport
Canadian Pacific Transport
Dwight of Canada Ltd.
Rennie's Cattle Livery
O. City Carriage & Storage
J. Kohl
Jack Lehr
Leonard & Perrett
P. I. Knollner
O.K. Valley Freight Lines
ROBERTSON TRANSPORT LTD.
See Freight Lines Ltd.
Eldon Stuber
George Wells

Typewriters & Supplies

Underwood Ltd.

Upholsterers

Central Upholstery
Cross's Upholstery Shop

Vacuum Cleaners

Electrolux (Canada) Ltd.
C. O. MacKenzie Appliances Ltd.
Dunn Electric

Vending Machines

Medicine Hat Automatic Manufacturing

Venetian Blinds

C. C. Fawcett

Veterinarians

N. Davis
J. K. Moore
Washing Machines
Dunn Electric
Fennell's Appliances Service
Huskinson Electric
D. A. Norris & Co. Ltd.

Wedding & Brazing

R. E. Bunsley
Dunlop Welding
Edward Hyde
Norman Lawrence
T. McAtty & Sons (Welders) Ltd.
Terry Welding Service

Welding Equipment & Supplies

Taylor Pearson & Carson Ltd.

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Real Estate - Insurance Specialists

Property Management - Rentals

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MEDICINE HAT, ALBERTA

Mirror

A CENTRAL Alberta division point for the Canadian National Railways, the village of Mirror is the focal point for a network of branch lines which serve other points off the railway's main Edmonton to Calgary route.

Rocky Mountain House, Vegreville Hanna and Drumheller are among the points served by runs out of Mirror.

There is also daily bus service from Mirror to A.D., a few miles to the south from which centre connections may be made with buses for Edmonton.

Present population of the village is over the 700 mark. There are more than 200 homes.

The village assessment is \$932,058, on which a tax rate of 33 mills is levied. There is no municipal debt.

Electricity for the village and surrounding district is supplied by the Calgary Power Company.

Grain storage capacity in the village itself is 35,000 bushels. Another two elevators which serve the district are located at Lawerton, two miles north of Mirror. Their capacity is 70,000 bushels.

The village has a local police officer and a volunteer fire department which is well equipped.

The Mirror Consolidated School with 13 teachers,

provides adequately for the primary and secondary education needs of village and district youngsters.

The four churches in the village are Roman Catholic, Anglican, United and Christian & Missionary Alliance.

There is an active Board of Trade and most of the usual, social and service organizations have branches in the village.

At scenic Buffalo Lake, about one mile east of the village, there are excellent summer camping and tourist facilities which are popular with residents of the district and visitors alike.

The sandy loam soil of the farming district around the community supports a population estimated at 700. The land is valued at \$25 an acre.

In addition to the grain production, local farmers also raise a large number of cattle, and purebred herds have been getting increasing attention over the past few years.

Mirror is in the Lacombe Rural Municipality.

Mayor C. E. McDonald.

Secretary-Treasurer — J. G. Russell.

Board of Trade Secretary — J. G. Russell.



MAPLE LEAF SERVICE

C. E. McDONALD

MIRROR

On Highway No. 50

ALBERTA



Mirror Directory

Banks

Agency Alberta Government Treasury Branch

Barbers

L. McKeay
C. H. Ray

Barristers

J. G. Russell

Beauty Parlours

Hanna Ray

Churches

Anglican — J. E. Austin
Catholic — Fr. Blaisie
United — E. Moore
Christ & Missionary Alliance
Flaming

Rev. G.

Dairy

Olsen's Dairy

Doctors

Dr. G. Chown

Druggists

Pharmacia's Rexall Drug — J. J. FLEMING

Garages

Minor Garage — P. A. Eadie
Tip Top Service — W. M. Tackler
Central Service — P. B. Plombling
Maple Leaf Service — C. E. McDONALD

General Merchants

Crown Hardware & Lumber Co. — Sam Sim
L. S. Winger, General Store
J. Adams, General Store

Grain Companies

Alberta Pool — Frank Beville
U.G.G. — J. E. Fobes

Hardware Supplies

Horton Hardware
Crown Hardware

Hotels & Motels

Imperial Hotel — J. C. WADDELL

Implement Dealers

Cochran — W. M. Tucker

Insurance & Real Estate

J. O. Kuhnert

Jeweller

Wm. Crockett

Library

R. W. Holmes

Lumber & Building Supplies

Crown Lumber Co. Ltd. — C. M. Sim

Meat Markets

City Meat Market — Richard Ray

Oil Companies (Bulk)

Maple Leaf — A. J. Nelson

Plumbing & Heating

H. Morton

Pool Hall

L. A. McKelvey

Postmaster

F. L. Armstrong

Poultry & Foods

G. J. Nelson

Restaurants & Cafes

H. H. Williams
Mrs. A. O. Wadell

Schools

Mirror — A. S. A. Shindler

Shoe Repairs & Sales

G. Reddick

Theatres

Grand Theatre — H. Hoppe

Wood, Coal, Gas, Etc.

A. J. Nelson

TOWN OFFICERS

Mayor — C. E. McDonald
Secretary-Treasurer — J. G. Russell
Councillors — E. M. Sim, J. C. Wadell
Board of Trade Secretary — J. G. Russell



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Jewellery, Chinaware

Phone 9

MIRROR, ALBERTA

Morrin

Population — 280.
Location — 120 miles N.E.
of Calgary
Highway — No. 2.

THE village of Morrin, in central Alberta, is in the heart of what is recognized as the province's premier wheat growing district.

About 120 miles northeast of Calgary it is on the Munson-Carmore branch of the Canadian National Railway. About 15 miles to the south is the town of Drumheller, long famed as a coal mining centre in one of Western Canada's most productive fields.

In addition to the good rail service, the village is also only a few miles west of provincial highway No. 2, a paved thoroughfare running into Calgary on the south and east to the Saskatchewan border. There is daily bus service from Morrin Corner (the highway point nearest the village) into Calgary and also to Stettler.

Tax rate in the village is 40 mills. There is no debt.

Canadian Utilities Limited provide electrical power for the village from the company's Drumheller plant.

The five grain elevators in the village have a capacity of 490,000 bushels. They are owned by Alberta Pool, Searle Grain, Natoma, Grain, United Grain Growers and Pioneer Grain.



Morrin Public and High School

The Drumheller Detachment of the Royal Canadian Mounted Police provide policing for the village and surrounding district.

A new \$70,000 school has adequate, modern facilities for educational needs of village and district students.

There are United and Lutheran Churches.

A sports ground, curling and skating rinks provide facilities for summer and winter sports which have an enthusiastic following in the village and district.

The Morrin Community Hall and the Canadian Legion Hall are centres for social and cultural gatherings. All of the usual clubs and organizations are active in the village.

Seven miles west of the village on the Red Deer River are excellent camping and picnic grounds.

The farming district around Morrin has long held a reputation as one of the most productive, top quality grain growing areas in the province. District farmers have carried off a number of awards for Registered Seed and some have extended their prize winning efforts to the sheep and swine raising fields.

The heavy gumbo land is valued at some \$40 an acre. The long term average on yields runs to 35 bushels an acre for wheat, 80 to 100 bushels an acre for oats and 60 bushels an acre for barley.

Morrin is in the Municipal District of Starland. Municipal District Secretary is D. Merritt.

Mayor — C. M. Cuncannon

Secretary-Treasurer — B. G. Davidson

Board of Trade Secretary — D. Merritt

Gene & Sally's Red & White Store

E. P. Zimmerman, Prop.

Groceries — Fresh Fruits — Vegetables
Dry Goods — Boots & Shoes — Drug Sundries

Phone 320

MORRIN, ALBERTA

Morrin Directory

Accountant

B. G. Davidson

Auto Supplies

Back-Pontiac — E. O. Parry & Co.
Chevrolet-Oldsmobile — E. O. Parry & Co.
Dodge-DeSoto — E. O. Parry & Co.
Ford-Mercury — Starland Motors
International Trucks — Starland Motors
Merry-Motor — Starland Motors
Plymouth-Chrysler — Morrin Implement Co.

Banks

Bank of Montreal

Churches

United Church

Lutheran

Construction Companies

Fred Dyer

Joe Blackett

Contractors — General & Building

Fred Saltberry

Electrical Appliances Sales & Service

F. E. Davidson

Funeral Home

Agent for Weber Bros.

Garages

E. O. Parry & Co.
Morris Implement Co.
Starland Motors

General Merchants

Gene & Sally's Red & White Store — E. P. Zimmerman
Locker Plant and Butcher Shop

Grain Companies

Alberta Pool Elevators — R. Brink
Searle Grain Co. — W. Reith
National Grain Co. — Mel Johnson
United Grain Growers Ltd. — J. O'Connor
Pioneer Grain Co. — J. Morrison

Hardware Supplies

Crown Lumber Co. Hardware & Lumber

Hotels & Motels

Morrin Hotel — J. Hobbs

Insurance & Real Estate

B. G. Davidson

Implement Dealers

Allis Chalmers — Starland Motors
C.I.C. — Starland Motors
Cockburn — Starland Motors
I.H.C. — Starland Motors
John Deere — Morrin Implement Co.
Massey-Harris-Pomona — E. O. Parry & Co.
Moore — E. O. Parry & Co.
Newspaper-Moline — E. O. Parry & Co.
Oliver — E. O. Parry & Co.

Locker Service

Amie Lewis

Lumber & Building Supplies

Crown Lumber Co.

Meat Markets

Morrin Locker Plant

Oil Companies (Bulk)

British American Oil Co.
Imperial Oil Co.
Gardiner & Whelan Distributors

Painters & Decorators

W. Kirby

Postmaster

Mrs. E. Jenson

Restaurants & Cafes

City Cafe & Hotel

Schools

Morrin School

Theatres

Morrin Hall

Tourist Camps

Auto Camp

TOWN OFFICERS

Mayor — C. M. Cuncannon
Secretary-Treasurer — B. G. Davidson
Councilors — J. A. Hobbs, Alfred Pierce

Board of Trade Secretary

D. Merritt
President Eugene Zimmerman

Morinville

Population — 900.
Location — 32 miles North of Edmonton.
Highway — No. 2.

THIRTY miles north of Edmonton along highway No. 2 Alberta's main north-south road, the Town of Morinville is a tribute to the steadfastness and enterprize of the French Roman Catholic homesteaders from the Province of Quebec who first settled the district some 64 years ago.

It was in the year 1831, after much planning and preparation, that M. l'abbé Jean-Baptiste Morin, a native of St. Paul-de-Joazeite, Que. led his new flock to their promised land in Western Canada.

Today a town of about 900 Morinville serves a district population estimated at 1,600. There are some 200 homes in the town.



Morinville Refinery

The town is excellently situated as far as railways and roads are concerned. Highway No. 2, as indicated above, is Alberta's main north-south thoroughfare, running from the American border north to link with the Alaska Highway.

The North Arrow Bus Company operates a daily service through the town.

Both the Canadian National and Northern Alberta Railway operate freight and passenger service through the town.

The tax rate in the town is 53 mills on an assessment of \$4,827,955. The town debt is a conservative \$56,535.

NICK'S AUTO BODY REPAIRS

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Phone 68

MORINVILLE, ALBERTA

RED & WHITE STORE

Romeo Fontaine & Sons, Props

WE AIM TO PLEASE

Situated on Alaska Highway

Phone 50

MORINVILLE, ALBERTA

The Calgary Power Company supplies electricity for the community. There are town owned sewer mains which serve the entire built-up area. There is as yet no municipal water service and residents depend on private wells.

Educational needs of the town and district are adequately provided for in a Roman Catholic School and a Convent, both of which are operated by Sisters.

The more active clubs and organizations in the town are the Lions, Legion and Farmers' Union.

The Morinville Community Sports Association promotes a variety of sports, with hockey and baseball getting the most attention from town and district residents.

The Community Hall is a centre of social and cultural activity.

Sixty dollars an acre is the asking price for the rich black loam farming land which surrounds the town. The crop averages over a long term period run to 30 bushels an acre for wheat, 30 for oats, 20 for barley.

A few of the district farmers run herds of purebred cattle. A large number of swine are raised, and some farmers also keep sheep.

The dairy industry is not large and products are sold mainly on the local market.

Morinville is in the Municipal District of Sturgeon River, No. 90. Municipal District Secretary is J. O. Peirce.

Mayer — Arthur Soetaert

Secretary-Treasurer — Mrs. Louise A. Bibo

Board of Trade Secretary — Charles Krauskopf



Morinville Red and White Store

ST. GERMAIN AGENCIES

A. St. Germain

L. Chai foux

General Insurance Agents

Phone 16

MORINVILLE, ALBERTA

MORINVILLE MOTORS COMPANY

Chevrolet Bros., Props.
DODGE and DeSOTO SALES AND SERVICE
Situated on Alouka Highway

Phone 11

MORINVILLE, ALBERTA



St. Germaine Agency — Morinville



Morinville Ramon Catholic Church

Morinville Directory

Auto Body Shops

Nick's Auto Body Repair — NECK
WOJTEK

Auto Supplies

Beick-Porlitz — Wingard Bros.
Chevrolet-Daimler-Benz — J. H. Tremblay
Dodge-DeSoto — MORINVILLE
MOTOR CO. — Chevrolet Bros.
Ford-Mercury — Eugene Pelletier
International Trucks — Spencer & Kerner
Plymouth-Chrysler — J. H. Parson

Bakery

Morinville Bakery — Leo Brochu

Banks

Royal Bank of Canada — C. Palmer

Barbers

Alfred Peterson's Shop
Ovide Gosselin's Shop

Barriers

Geard St. Gervais

Beauty Parlours

Lacourse's Beauty Parlor — Mrs.
Lucienne Milner

Blacksmith & Welding

Craig's Welding — Albert Craig

Churches

St. Jean Baptiste Roman Catholic Church —
Rev. Monseigneur E. Toner

Contractors — General & Building

Jos. St. Laurent & Sons
Lévis Drouin
G. Desnoyers

Doctors

Dr. J. L. C. Parnault

Druggists

Morinville Drug Store — Norman Archer
Druggist (A. Chailion, prop.)

Dry Cleaning

Morinville Dry Cleaners — Raymond
McDonald

Electrical Appliances Sales & Service

J. Wemy Electric — John Wemy

Garages

J. H. Tremblay
J. H. Parson
Krauskopf Bros.
Carroll's Garage
Morinville Motors — CHEVALIER BROS.
Wingard Brothers
Spencer & Kerner
Morinville Camp Assn. — A. Spencer
G. Brochu

General Merchants

C. C. Lavallee's Store — C. C. Lavallee
Children's Store — P. Patis
Red & White Store — BUNEO PRO-
MENT
Morinville Camp Assn. — P. Parson, prop.
Dugan's Store — Henry Dugan
Marshall Wells Store — John Truscott

Grain Companies

United Grain Growers
Alberta Pacific Grain Co. — J. L. Caldwell
Emanuel Heide

Hardware Supplies

Marshall Wells Store
Morinville Camp

Hotels & Motels

Alpina Hotel — A. Chailion
Morinville Hotel — H. Klein

Implement Dealers

Corbett
J. H. Parson
J. H. C. Spencer & Kerner
J. L. Case — Wingard Bros.
John Deere — Krauskopf Bros.
Massey Harris-Ferguson — Raymond
Meunier

Insurance & Real Estate

St. Germaine Agency — A. ST GER-
MAIN — L. CHAILION

Laundry

Morinville Dry Cleaners — Raymond
McDonald

Library

Public

Looker Service

Labonte's Meat Market — Wilfred Labonte

Lumber & Building Supplies

Dever Lumber (Alberta) Ltd. — W.
Murray
Stellar Lumber — Paul Stellar

Meat Markets

Morinville Meat Market — Lucien The-
berge
Labonte's Meat Market — Wilfred Labonte

Oil Companies (Bulk)

Imperial Oil Co. — P. A. Gibson
Anglo-American Exploration Ltd. — J. H.
Parson

Plumbing & Heating

Morinville Plumbing & Heating — W.
Forsyth

Postmaster

Leo Rivet

Poultry & Feeds

Morinville Feed Mill — A. Robert
Morinville Produce — Walter Mitchell

Restaurants & Cafes

Hi Way Cafe — Mah Lake
Morinville Hotel Cafe — H. Klein

Schools

Thibault R.C.P. S.D. No. 35 — Rev.
Stor M. St. Pauline, principal

Shoe Repairs & Sales

Dryden's Shoe Repair — Dryden Urach

Theatres

Morinville Community Theatre — R.
Rabouan

Tourist Camping

Tourist Cabins at Alpina Hotel — Stella
Chailion

TOWN OFFICERS

Mayor — Arthur Spencer
Secretary-Treasurer — Max Louis & Bill
Councillors — Paul E. Brochu, Peter G.
Gosselin, Chas. Chevalier, Raymond
Meunier, Ephrem Rousseau, C. C.
Lavallee

Board of Trade Secretary

Charles Kowalski

Mundare

THIS north-central Alberta town of Mundare, population 850, centres a rich mixed farming district about 60 miles east of Edmonton.

Located on the Canadian National Railways main transcontinental line and highways No. 15 and 16 the town is ideally situated as far as transportation is concerned. Passenger and freight trains operate through daily connecting with points across Canada and Greyhound also operates daily bus service.

The tax rate in the town 48 mills on an assessment of \$643,730. The municipal debt, on sewer and water projects, is \$161,800.

Canadian Utilities Limited supply electrical power to the town. The sewer and water services are municipal owned.

There are four grain elevators in the town with a combined storage capacity of 1,000,000 bushels. They are operated by Alberta Pacific Grain Company, United Grain Growers, Searle Grain Company and National Grain Company.

Population — 850.

Location — 60 miles east of

Highway — Nos. 15 and 16.

There is a municipal constable to provide police protection. The town's volunteer fire brigade is well equipped.

The 25-classrooms operated by the Mundare School District provide amply for educational needs of both town and rural youngsters.

Hospital services are available for all residents of the area at the Mundare Hospital.

There are four churches in the town: Greek Catholic, Greek Orthodox, Roman Catholic and United.

Three parks in the town have excellent recreational facilities for young and old. The more active clubs and organizations in the community are the Elks, Ukrainian Catholic Women's League and the Ukrainian Catholic Youth Organization.

The National Hall is a centre of community social and cultural activity.

A quarter section of land in the productive farming district around the town is valued at \$8,000. Yields on a long term average are given as 60 bushels an acre for wheat, 80 for oats and 60 for barley.

There are a number of purebred Shorthorn herds in the district. Some farmers also raise swine, sheep and dairy cattle.

Mayor — John N. Diduch

Secretary-Treasurer — Joseph Souchuk

Board of Trade Secretary — Nick Hawrelak

DIDUCH MOTORS

J. N. Diduch, Prop.

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J. I. Case Tractors and Farm Implements"

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MUNDARE, ALBERTA

Mundare Co-operative Association Ltd.

"A ONE STOP SHOPPING CENTRE"

Groceries - Meats - Dry Goods - Hardware - Flour and Feeds

MUNDARE, ALBERTA



Mundare Directory

Auto Supplies

Dodge-DeSoto — Mundare Garage, M.

Norrbomby

Ford-Monarch — Kai's Motors, A. Harasany

Mercury-Metzer — Diduch Motors, J. N.

DIDUCH

Bakery

Oss, Fredrick — Mundare Bakery

Banks

Canadian Bank of Commerce — C. E.

Clarke

Barbers

M. Badage

A. Elisk

N. Koloway

Barndingers

M. J. O'Brien, Q.C.

Blacksmith & Welding

John Finkel

Mike Talaga

Churches

St. Peter & Paul — Greek Catholic,

Basilia Parkers

Greek Orthodox

Roman Catholic

United Church

Doctors

Dr. H. C. Burdick

Druggists

Mrs. A. Berke

Mrs. W. A. Dine

Dry Cleaning

A. Kuchewich

Electrical Appliances Sales & Service

D. M. Stobolins

Garages

Mundare Garage — M. Norkowsky

Diduch Motors — J. N. DIDUCH

Kai's Motors — A. Harasany

Centre Service — M. & P. Karchauski

Western Garage — Fred Roman

General Merchants

N. P. Buzensky — A. Elisk

Mundare Co-op Assn. Ltd. — M.

SHENKKA

Joseph Karchauski

Home Meats — Nick Hawrelak

Sam Polowinski — John Paruch

Jack Dine — Joe Hawryluk

Grain Companies

Alberta Pacific Grain Co. Ltd.

United Grain Growers

Searle Grain Co. — National Grain Co.

Hardware Supplies

Mundare Hardware — John Charnick

Revelstoke Russell Co. — John Kary

Imperial Lumber Co. Ltd. — Peter Berich

Mundare Co-op Assn. Ltd. — M.

SHENKKA

Hospital

Mundare Hospital

Hotels & Motels

Mundare Hotel — Joe Leblond

Implement Dealers

Casebolt — Leach Farm Equipment

J. I. Case — Diduch Motors, J. N.

DIDUCH

Manney-Harris-Ferguson — J. N. Swells

Insurance & Real Estate

M. Szepanski — S. J. May

Jeweller

Elis Kaloustycki

Locker Service

Mundare Quick Freezer

Lumber & Building Supplies

Revelstoke Russell Co.

Imperial Lumber Co. Ltd.

Meat Markets

Home Meats — Ignace Hawryluk

Mundare Co-op Assn. Ltd. — M.

SHENKKA

Oil Companies (Bulk)

Imperial Oil

B.A. Co. — North Star Oil

Plumbing & Heating

Peter Topolitsky

Pool Hall

Harry Bodner

Restaurants & Cafes

Mundare Cafe

Club Cafe — Jim Wing

Schools

Mundare S.D. No. 1603 — E. G. Hale

Harry Babay

Shoe Repairs & Sales

Harry Marwin

Cecilia Yarmachuk

Tailors

August Kuchewich — Mike Caruk

THE CHURCH

Mayor — John N. Diduch

Secretary-Treasurer — Joseph Souchuk

Councillors — Edward Manpa, Mike No-

bowler, Mike Wilinski, Mike Florkin,

Harry Tychak, John R. Swells

Board of Trade Secretary

Nick Hawrelak

Myrnam

THE CENTRE of a prosperous mixed farming district which was settled at the turn of the century by pioneers of predominantly Ukrainian origins, the Village of Myrnam today has a population nearing the 500 mark.

It is located in Northeastern Alberta, about 45 miles west of the Saskatchewan border.

There is daily train service over Canadian Pacific Railway's main northern route connecting with Lloydminster and points east and through to Edmonton on the west. The Sunburst Bus Company has a daily service operating through the village of Highway No. 45, the main provincial highway leading into the community.

The assessment for the town is an even \$308,000. Tax rate is 53 mills. The \$150,000 debenture debt covers financing for sewer and water services throughout the village.

Canadian Utilities provides electric power for the town. The work on the sewer and water services was completed during 1934.

Four grain elevators in the village have a combined capacity of 330,000 bushels. They are owned by Alberta Wheat Pool, Alberta Pacific Grain Company, Searle Grain Company and United Grain Growers.

The town is policed by a village constable. There is a well equipped volunteer fire brigade. The modern fire truck and other equipment was purchased recently at a cost of \$10,800.

Educational needs for the village and surrounding district are very well provided for in a \$306,000 centralized school which was also completed comparatively recently.

The two churches in the village are the Ukrainian Greek Catholic Church and the Ukrainian Greek Orthodox Church.

There are two recreation halls in the village which provide amply for both winter and summer activities indoors and are also available for social and cultural

gatherings. The Memorial Playground has excellent facilities for all sports.

The more active groups in the village are the Legion, Elks, Myrnam-Derwent Fish and Game Association, Curling Club, Home and School, 4H Club, Cubs, Scouts, Myrnam Hospital WA, Horticulture Club, Farmers' Union Local and Auxiliary and women's church groups.

The first municipal hospital at Myrnam was built in 1938 financed by a local debenture issue. A modern, new hospital built at a cost of \$150,000, was opened for public service in the summer of 1955.

Value of the farming land in the rolling countryside around Myrnam varies for \$1,000 to \$6,000 a quarter section. Grain yields average 20 bushels an acre for wheat, 25 for oats, 30 for barley and 15 for rye.

In 1934 Myrnam became the site of a \$4,000 seed cleaning plant built to serve farmers in a large area around the village. It was operated to clean some 200,000 bushels of seed grain annually in the brief period since its opening.

Purebred beef cattle, swine, sheep and dairy cattle are raised by local farmers.

Myrnam is in the Rural Municipality of Eagle, No. 81 Rural Municipality Secretary is S. P. Mulka.

Mayor: Carl Navalkowsky
Secretary-Treasurer: William Chapelsky
Board of Trade Secretary: Mike Yashayko



Myrnam Rexall Pharmacy

CARL NAVALKOWSKY, B.Sc. (Pharm.)
BOX 128 MYRNAM, ALTA.

Myrnam Directory

Accountant

Dr. Wm. Lopatshuk

Auto Supplies

Busch-Pondak Steve Metrasac & Sons
Dalladay
Dodge-Dalton — Denmark Motors
Wm. Deschamps
Ford Motors — Mary's Garage
Andrew & Ernest Marly
International Trucks — Myrnam Imple-
ments Mike Muschuk
Plymouth-Chrysler — Myrnam Sales &
Service — J. P. Houdkott

Bank

Bank of Montreal — Mr. Robert Corne

Barbers

Peter Bodnar
Walter Yashayko

Beauty Parlours

Mrs. Caroline Yasy

Blacksmith & Welding

John Deschamps

Bowling Alley

Pequin Club — Walter Yashayko, prop.

Churches

Ukrainian Greek Orthodox Church (Holy Trinity) — Rev. S. Hrudil
Ukrainian Greek Catholic Church (Assump-
tion of Sacred Virgin Mary) — Rev. Mylo

Contractors — General & Building

Philip Houdkott

Mike Kitz

Doctor

Dr. G. Croisd
Transport Company
North East Transport

Druggist

MYRNAM REXALL PHARMACY —
Mr. Carl Navalkowsky
Electrical Appliances Sales & Service
Myrnam Radio & Electric —
Wm. Topelinsky

Garages

Steve Metrasac Mike Delinsky
Denmark Motors Wm. Deschamps
Hendrick's Garage Andrew & Ernest
Marly
Myrnam Implements — Mike Muschuk
Myrnam Sales & Service — J. P. Houdkott

General Merchants

Kelly's General Store — Mike Kelly
G. E. Stone Wm. J. Chapelsky
Nick's Grocery & Meats Nick Gumenchuk
Myrnam Grocery & Meats Paul T.
Soloda
Red & White Store — John Romaschuk
Reaney's Store — Allan Romaschuk
Co-op Store — J. P. Houdkott

Grain Companies

Alberta Wheat Pool — Wm. Scherban
Alberta Pacific Grain Co. — Stanley Gabyrt
Searle Grain Co. Wm. Lyukowsky
United Grain Growers Mike Gyszyk

Hardware Supplies

Myrnam Hardware Nestor Chasnyak

Hospital

New Municipal Hospital

Hotels & Restaurants

New Myrnam Hotel Ltd. — Paul Yashayko
Myrnam Hotel Ltd. — Paul Yashayko
Myrnam Hotel Ltd. — Paul Yashayko

Insurance & Real Estate

Nick Redinsky

Implement Dealers

Cockburn — Nick Redinsky
J. H. C. — Mike Muschuk
J. J. Case — Wm. H. Chasnyak
John Dene — J. P. Houdkott
Manley Harrow — Wm. Deschamps
Oliver Steve Metrasac & Mike Delinsky

Lumber

Public Library
Lumber & Building Supplies
Beaver Alberta Lumber Co. —
Boris Melnyk, prop.
Oil Companies (Bulk)
Imperial Oil Co. Peter Khodachuk
B.A. Oil Co. — Wm. H. Chasnyak
Red Head — Wm. Deschamps

Pool Hall

Palen Pool Hall Wm. Deschamps, prop.

Postmaster

Frank Bodnar

Poultry & Feeds

U. G. G. Co.

Restaurants & Cafes

Palen Cafe — Mike Deschamps
Anna's Coffee Shop — Mrs. Anna Scherban
Zaborovsky's Cafe — Mike Zaborovsky

Schools

Mr. Frank Gyszyk, principal
Shed Repairs & Sales
Kryvsky's Repair Shop —
Mike Kryvsky, prop.

Theatres

Palen Theatre — Peter Pawlinski, prop.

Town Officers

Mayor — Carl Navalkowsky
Secretary-Treasurer — William Chapelsky
Councilors — William Chasnyak, Dr. S. Croisd
Board of Trade Secretary — Mike Yashayko

Nanton

FIFTY-FIVE miles south of Calgary on the main highway and railway routes leading to the American border from Alberta's southern metropolis, the town of Nanton has more than half a century of history as a communications and trading centre.

Early history of the settlement centres around a spot known as Mosquito Creek Crossing, a half-way stopping point on the old pioneer trail between Calgary and Fort MacLeod. It was the only stage and wagon stopover between the two larger centres.

The district was first surveyed in 1881 and the federal government set up regulations for the leasing of cattle ranges. Ranchers moved into the district immediately and it was not before several large spreads had been set up.

The Calgary and Edmonton Railway was extended south to Fort MacLeod in 1882 following the old pioneer trail and a combination station and station house was built near what was then Mosquito Creek Crossing. The stage station was abandoned about this time.

There was not a great deal of immediate development around the new station-house. H. M. Shaw built a store in its vicinity in 1902 and gradually a hamlet grew up around the supply and trading centre. Although the railway line had been built through some years



Whor's Purly 99 station in Nanton

previously, the Calgary and Edmonton Land Company (railway) had not yet surveyed the townsite when Mr Shaw built his store.

This work was done a short time later and it turned out that Mr Shaw's store was near the centre of the site. The hamlet grew up around the store. (Mr Shaw eventually became a Member of Parliament for the Macleod Riding.)

The new hamlet got its name from A. M. Nanton who was president of Oiler, Hammond and Nanton, a company which handled townsite properties for the C and E Railway, at the time of the survey. (After World War 1 Mr Nanton became Sir Augustus Nanton in recognition of his splendid efforts in Red Cross work during the conflict.)

Nanton became a village on June 22, 1903 and was incorporated as a town just over four years later, in August, 1907.

The Nanton of today has a population of about 1,300. The community has 340 homes.

The Canadian Pacific Railway's main Calgary-Fort Macleod line and Highway No. 2 are the main transportation arteries for north-south traffic in this part of the province.

There is daily train service through the town and Greyhound Bus Lines has four scheduled buses through Nanton each day.



Auditorium Hotel in Nanton

AUDITORIUM HOTEL

FULLY MODERN ROOMS WITH BATH

— UP TO DATE CAFE

George Will, Prop.

Phone 132

NANTON, ALBERTA

NANTON DRY CLEANERS & TAILORS

Phone 25

NANTON, ALBERTA

McKeage & Garratt Hardware

Philco Products

McClary Products

Simmons Bedding

Bepco Paints

Phone 93

NANTON, ALBERTA

Box 153

NANTON FARM SALES LIMITED

FARM MACHINES - TRACTORS
I.H.C. REFRIGERATORS
PHONE 56

C. L. RHYASON



MOTOR TRUCKS - SERVICE
STUDEBAKER CARS
NANTON, ALBERTA



Nanton Farm Sales

The 1955 assessment for the town was \$1,1545.0. The tax rate was 50 mills. The town debt as of July 1, 1955 was \$156,248.

In Nanton today the entire community is served by a town-owned water and sewer utility. The power set up was taken over in 1926 by the Calgary Power Company when the town-owned plant was destroyed by fire. The Western Canadian Natural Gas Company operates the gas utility in the town.

The Royal Canadian Mounted Police have a contract to enforce law and order in the community. It was the coming of this force in the old days which gave the community which was to grow into Nanton its first opportunity to begin expansion. There is a 25-member volunteer fire brigade which is well equipped.

There are two schools in the Nanton Consolidated School District. Courses cover Grades 1 to 12, with optional vocations, subjects also offered.

There are a number of school buses to transport district students to classes in the town.

The town's five churches are United, Baptist, Roman Catholic, Anglican and Church of Christ.

All of the usual social and service organizations are active in the community. The Community Hall is a centre of all types of social and cultural gatherings.

There are excellent facilities for winter and summer sports and there is keen fan interest in baseball leagues which run from senior to little league calibre. Hockey is the favorite winter sport. Game birds and fish abound in the immediate area.

The district surrounding Nanton is a provenly productive area where both farming and ranching have been followed with considerable success over the years. Looking west from the town there is a splendid view of the foothills and the Rocky Mountains.



Green Motors in Nanton



Larry's Tire Service

All Brands of Tires
Expert Tire Repairs and Vulcanizing

Phone 9, Res. 182 NANTON, ALTA.



GREEN MOTORS

A. O. (Bud) Green, Prop.

CHRYSLER - PLYMOUTH CARS FARGO TRUCKS
ALLIS-CHALMERS FARM EQUIPMENT - WHITE ROSE PRODUCTS

"We Repair Anything"

Phone 57

NANTON, ALBERTA



THE K.B. BOOT COMPANY

John Katsnes, Prop.

Established in 1935

General Leather Goods and Baggage
Made-to-Measure Shoes and Shoe Repair

NANTON, ALBERTA

ARMSTRONG'S CLOTHING — FOOTWEAR

Your clothes and dollars buy more at
Armstrong's Dept. Store

NANTON

ALBERTA

ROY FANNING

REAL ESTATE and GENERAL INSURANCE

Office Phone 255

Res. Phone 49

NANTON, ALBERTA

Average value of the land is \$30 an acre. Yields over the years in the areas farmed average 20 bushels an acre for wheat, 30 for oats, 25 for barley and 15 for rye.

Ranchers ship some 25,000 head of cattle a year out of the Nanton district. The stock is mainly grade, with one or two small, purebred herds being run.

In addition to the beef cattle, some 10,000 swine are also exported annually from the district, with about 1,000 sheep also raised for market.



Larry's Tire Service — Nanton



M. W. McKENZIE

IMPERIAL OIL AGENT

Phone 38 R 2

NANTON, ALBERTA

The dairy industry is operated for only the domestic market.

Nanton is in the Municipal District of Willow Creek. No. 26. M. D. Secretary is Max Gibson.

Mayor — M. W. McKenzie

Secretary-Treasurer — A. I. Berg



Esso Oil Bulk Station — Nanton



DICK'S Meat Market

J. Dick L. W. Dick

Fresh and Cured Meats and Fish
Dealers in Livestock

Phone 75

NANTON, ALBERTA



Smith's Ford Service — Nanton



McPeak's Sales - Service

General Repairs - Parts - Accessories

Service Mgr., E. W. Evans

Phone 73

NANTON, ALBERTA



Armstrong's Shoe in Nanton



L. E. SMITH

PHONE 78

NANTON, ALBERTA



Central Farm Supplies

G. G. Gimbel, Mgr.

Purity "99" Petroleum Products

Phone 72

NANTON, ALBERTA





WHOLESALE GAS
Phone 31

W. H. WHITE

Nanton "99" Service

OIL GREASE ACCESSORIES
NANTON, ALBERTA

DOMINION TRES
Box 152



Nanton Directory

Auto Supplies

BUICK PONTIAC CENTRAL FARM
SUPPLIES GORDON GIBBEL
Chevrolet-Oldsmobile — Nissan Motors, H
T. Nozoe
Ford-Mercury L. E. SMITH
INTERNATIONAL TRUCKS NANTON
FARM SUPPLIES, C. L. RYANSON
Plymouth-Chrysler — Green Motors —
A. V. Green
STUDEBAKER NANTON FARM
SUPPLIES, C. L. RYANSON

Bank

Canadian Bank of Commerce — John Lunn
Provincial Treasury Branch — Arthur
Mebus

Barbers

O. E. Smith
A. Sandstrom
Dean McCutcheon

Barrister

J. C. Harbert, L. L. B.

Beauty Parlours

Cosmo Beauty Parlor — Mrs. Phyllis Purvis
Corvette Mrs. McKee

Blacksmith & Welding

Wm. Taylor

Churches

United Church of Canada — Rev. C. D.
Power
Baptist Church — Rev. D. G. McLeod
Catholic Church — Father Clancy
Church of Christ — M. Zimmerman
Anglican Christ Church — Rev. F. Vaughan
Bligh

Contractors — General & Building

McLeod Construction Ltd.
Vernon McLeod, Jim McLeod
W. E. Smith
W. J. Smith

Creamery

Nanton Creamery — E. W. Luther

Dentist

Dr. T. A. Alexander

Doctor

Dr. A. W. Little

Druggists

James Creighton Nanton Drug
MCINTYRE DRUG — R. G. MCINTYRE

Dry Cleaning

Nanton Dry Cleaners — JOE BRUCK

Electrical Appliances Sales & Service

Vets Electric Stan Dowhan
Lockhart Electric — Eric Lockhart

Garages

NANTON "99" SERVICE W. H.
WHITE
GREEN MOTORS A. V. GREEN
NANTON FARM SALES
Merlin Motors E. D. Merlin
N. and Motors
CENTRAL FARM SUPPLIES
Western Farm Equipment
LARRY'S TIRE L. E. WANNOP
L. E. SMITH FORD-MONARCH &
TEKACO

General Merchants

J. J. Keeley
W. E. Stevens
E. V. Huber
Jackson & Goodenough
J. G. Bertram
MCINTYRE DRUG
Duncan & Mead Market
Nanton Drug
Nanton Co-operative Association
Lockhart & Elevator
Pike's Jewellery
Lillian's Groceries
MCKEAG & GARRATT HARDWARE
Lindley's Dry Goods
DECK'S MEAT MARKET — J. DECK &
L. W. DECK
Vets Electric
THE K. B. BOOT CO. — JOHN
KOTELES
ARMSTRONG'S DRY GOODS

Grain Companies

Alberta Wheat Pool — CHH Hamilton
Alberta Wheat Pool — Ted Johnson
Pioneer Grain Co. — D. H. Thompson
Alberta Pacific Grain — J. G. Walker
National Grain Co. — E. A. McLean
United Grain Growers Ltd. — D. P. Stacey

Hardware Supplies

Nanton Co-operative Association
MCKEAG & GARRATT HARDWARE
J. J. KEELEY KEELEY'S HOME
FURNITURE

Hotels & Motels

AUDITORIUM HOTEL — George Wm
Midway Motel — M. W. McKenzie & J. G.
Walker

Insurance & Real Estate

S. E. Gandy
ROY FANNING
J. D. Laidlaw
B. C. Cooper
D. P. Stacey

Implement Dealers

ALLES CHALMERS GREEN MOTORS,
A. V. Green
C. J. L. — Nanton Co-operative Ass'n
New Holland Western Farm Equipment
L. E. SMITH NANTON FARM SALES LTD.
C. J. L. Bryson
J. I. Case Nissan Motors
JOHN DEERE MCPEAK'S SALES &
SERVICE L. MERRAT
MERRY HARRIS-FERGUSON
CENTRAL FARM SUPPLIES, C. G.
GIBBEL
Microspool-Motors — Western Farm
Equipment

Jeweller

S. F. Piko

Library

Nanton Public Library

Locker Service

W. A. Driscoll & Son

Lumber & Building Supplies

Owen Lumber Co. — O. W. Lee
Atlas Lumber Co. — Bob Harris

Meat Markets

DECK'S MEAT MARKET
W. A. Driscoll & Son

Newspaper

The Nanton News — C. C. Jessup

Oil Companies (Bulk)

IMPERIAL OIL — M. W. McKENZIE
Anglo American Exploration — W. H. White
Canadian Oil — A. V. Green

Painters & Decorators

Sel Spring
Edna Rex
Chas. Barhart
Major Madden

Plumbing & Heating

L. E. Stupley

Pool Hall

Dean McCutcheon

Postmaster

A. J. Wheeler

Poultry & Feeds

A. E. Marro

Restaurants & Cafes

Auditorium Coffee Shop — George Driscoll
house
Campbell's Coffee Shop — G. E. Campbell
New Club Cafe —

School

Nanton Consolidated S. D. No. 50 —
J. T. Foster, principal

Shoe Repairs & Sales

K. B. BOOT CO. — JOHN KOTELES

Theatres

Brady Theatre — W. F. Archibald

Tourist Camps

Midway Motel

Transport Companies

Nanton Transport — Don Ryan

Vulcanizing

L. E. Wannop and W. H. White
LARRY'S TIRE SERVICE — L. E.
WANNOP

Town Officers

Mayor — M. W. McKenzie
Secretary-Treasurer — A. I. Day
Councillors — A. L. Collins, W. J. Little,
W. F. Archibald, E. W. Luther, J. J.
Keeley, J. B. Little

McINTYRE DRUG

R. G. McIntyre
Vernacular and School Supplies
The REXALL Store

Phone 166 NANTON, ALBERTA



KEELEY'S Hardware & Furniture

"Marshall-Walls Stores"

J. Keeley, Prop.

Phone 59

NANTON, ALBERTA

New Norway

THE name of the Village of New Norway is the key to the nationality of the central Alberta community's early settlers.

From Minnesota, South Dakota, Nebraska, Washington and the Canadian province of Ontario they came, the hardy Scandinavian pioneers who broke the first land in a district which was to develop into a prosperous mixed farming area.

The old Grand Trunk Pacific Railway had its line running through the village in 1910. It has since become a branch line of the Canadian National Railway.

The present population of the village is pushing the 300 mark.

In addition to the train service, there is also an all-weather road link with other larger centres over provincial Highway No. 21. The Sunburst Bus Line operates a daily schedule through New Norway with connections through to Edmonton on the northwest.

The tax rate in the village is 43 mills on an assessment of \$180,000. There is no village debt.

Population - 300.
Location - 10 miles south of Camrose.
Highway - No. 21

A recent addition to sports facilities is the three-sheet curling rink. There is also a skating and hockey rink. In the summer months the village baseball team gets most of the attention.

The soil of the surrounding district is rich loam especially suited for grain farming. It is valued at from \$60 to \$85 an acre.

The long term average yields from the district farm are quoted at 50 bushels an acre for wheat, 80 bushels an acre for oats, 35 bushels an acre for barley and 20 bushels an acre for rye.

A good many of the district farmers raise purebred cattle. Hereford, Aberdeen Angus and Red Poll are found in about equal numbers. There are also a large number of hogs raised and a lesser number of sheep.

The dairy cattle herds run to Hereford, Jersey and a few Holsteins.

New Norway is in the Rural Municipality of Camrose, No. 63. W. S. Westman is the R. M. Secretary.

Mayor - Henry Durand
Secretary-Treasurer - Van Jaglum

THE VILLAGE COUNCIL OF NEW NORWAY

OFFERS CONGRATULATIONS TO THE OLD TIMERS OF THE VILLAGE AND DISTRICT

New Norway

Auto Supplies

INTERNATIONAL TRUCKS
PIERCE MOTORS, M. S. P. PIERCE

Barber

Mr. A. A. Salfron

Blacksmith & Welding

A. H. Dinkelman
R. S. Gueyry
Helmut Wendler

Chapels

United Church - Dr. D. C. Ramsey
Lutheran Church - Rev. Rade
New Norway Mission Church
Rev. H. J. Jost

Dairy

Walter Anderson

Dry Cleaning

Truck Service by 2 out of town plants

Electrical Appliances Sales & Service

Artie Salen - J. C. Wells

Garages

New Norway Garage - H. Durand
PIERCE MOTORS - M. S. P. PIERCE
Walt's BA Service - W. H. Danlop
Artie Salen - J. C. Wells

General Merchants

H. Cunningham General Store
New General Trading - Wm. Zerkusuk
Revelstoke Sawmill Ltd. Hardware & Lumber

Grain Companies

Pioneer Grain Co. - H. Wardley
United Grain Growers - H. Berke
Alberta Wheat Pool - J. A. Thygesen

Hardware Supplies

Revelstoke Sawmill Ltd. - O. Malmo
Artie Salen - J. C. Wells

Hotels & Motels

King George Hotel - Johnny Bly

Insurance

A. A. Salfron
O. Malmo
Duel Thygesen
H. Berke

Implement Dealers

C. C. I. L. - J. A. Thygesen
L.H. - PIERCE MOTORS, M. S. P. PIERCE

Lumber & Building Supplies

Revelstoke Sawmill Co. - O. Malmo

Oil Companies (Bulk)

R. A. Oil Co. - W. H. Danlop
Anglo American Explosives Ltd. - J. C. Wells

Painters & Decorators

Albert Concedak

Pool Hall

Mr. A. A. Salfron

Postmaster

Mr. V. A. Jaglum

Poultry & Feeds

United Grain Growers - H. Berke

Restaurants & Cafes

Scout's Cafe - Walter Asst
Hotel Cafe - Hotel Management
Bruno Cafe - E. A. Hechstadal

School

New Norway School - Mr. Svein Malmo

Theatre

Shows in Community Hall

Transport Companies

L. Christian General Trucking
Eco's Transport - R. A. Heist
Vic Lockwell

Town Officers

Mayor - Mr. Henry Durand
Secretary-Treasurer - Mr. Van Jaglum
Councillors - Oscar Malmo, Oscar Ottola



PIERCE MOTORS
H.C. FARM EQUIPMENT • MOTOR TRUCKS REFRIGERATORS
Sales and Service
Complete Parts and Service for all makes of Cars and Trucks
Phone 9140-13 NEW NORWAY, ALBERTA



Okotoks

TWENTY-TWO miles south of Calgary in the picturesque Sheep River Valley, the Town of Okotoks centres not only a prosperous mixed farming area but is also the focal point of one of Southern Alberta's more popular holiday districts.

Its beautiful parkland areas and the excellent swimming and fishing in the immediate vicinity attract an increasing number of pleasure seekers each year.

The district surrounding Okotoks is rich in the history of the early west. Less than a century ago, the territory was in the centre of land occupied by a proud and powerful Indian nation, the Blackfoot Confederacy. Blackfoot, Blood and Peigan were the main tribal divisions within the confederacy. It was not until 1877, weakened by the onsets of smallpox and other diseases, and degraded by the machinations of the ruthless and unscrupulous whiskey-traders from below the border, that they were finally brought to treaty.

Okotoks itself is an Indian name. In English, it means rock or stone.

In 1874, with the whiskey traders operating full blast in their outposts of desolation, the famous Northwest Mounted Police was organized to bring law and order to the Canadian west.



Okotoks Hardware

Population — 800.
Location — 22 miles south
of Calgary
Highway — No. 2.



Elks Hall Okotoks

Signing of a treaty was the signal for settlement. The Macleod Trail, the main north-south artery, saw a number of stepping places established. One of these was at an old Indian crossing on the Sheep River. Okotoks had made the transition.

In 1891 the Macleod Trail became a railroad inching down from Calgary towards Fort Macleod. Coming of the railway brought still another change. This one in the name of the community. From 1893 to 1895 the name Sheep River was replaced with Dewdney after a Lieutenant-Governor of the day. However, a British Columbia community had prior claim and to avoid confusion the old Indian name was revived. Okotoks.

It was incorporated in that name in 1904. The name was well chosen. The Okotoks of today is as solid as its name.

Its population of close to 800 are an aggressive, forward-looking group of citizens who have placed their community on the industrial and business map of their province.

There are 300 modern homes in the town. Transportation facilities, over the C.P.R. line from Calgary to Fort Macleod or along No. 2 Highway, are excellent. There is daily train and bus service.



OKOTOKS HARDWARE

Geo. H. Lowe, Prop.

SHELF and HEAVY HARDWARE
APPLIANCES

— SPORTING GOODS —
— FLOOR COVERS —

— FURNITURE
— PAINT

Phone 16

OKOTOKS, ALBERTA

P.O. Box 122

BERRY'S DRUG STORE

The REXALL Drug Store
Prescription Specialists

Phone 36

OKOTOKS, ALBERTA

T. J. MESTON

REAL ESTATE and INSURANCE
Commissioner of Oaths

Phone 12

OKOTOKS, ALBERTA



OKOTOKS MOTORS & BODY SHOP

LEROY A. EDWARDS, PROP

PHONE 40

OKOTOKS, ALBERTA



The town's assessment is \$850,000, with the tax rate set at 54 mills. The municipal debt is a conservative \$179,000.

A town-owned water and sewer system which services the entire community was installed in 1952. The Calgary Power Company supplies electricity to the town and surrounding district.

Police protection is provided by members of the force which first brought law and order to the district the R.C.M.P. The 15-member volunteer fire brigade is well equipped.

Educational facilities include Grades one to twelve. There are three school buildings to comfortably accommodate the growing student body.



Okotoks Creamery

Grain yields run to 30 bushels an acre for wheat and 60 for oats and 50 for barley.

A large number of cattle are raised and some of the best Herefords in the province are on local farms and ranches. The Grand Champion Hereford at the 1955 Calgary Exhibition and Edmonton Summer Fair was from an Okotoks district herd.

There is also a growing dairy industry in the district.

Okotoks is in the Rural Municipality of Foothills, No. 31. R. M. Secretary is L. C. Van Tighem.

Mayor George E. Lock

Secretary-Treasurer - Louis Fiset

Chamber of Commerce and Agriculture Secretary - T. J. Metson



Morton's Real Estate Office Okotoks

The four churches are United, Roman Catholic, Anglican and Gospel Chapel.

As mentioned earlier, the town and district has a great deal to offer in the way of sports and recreation. There is a summer swimming pool along with facilities for all other summer sports. For winter activity there are closed in skating and curling rinks.

Among the active clubs and organizations are the Canadian Legion, Legion Auxiliary, Elks, Masons, L.O.E., Chamber of Commerce and Agriculture, Agricultural Society, Home and School Association and Gun Club.

For indoor activities and gatherings there are the spacious Elks, Masonic and Scout halls.

The land in the rich ranching and grain growing district around Okotoks is valued at \$50 to \$75 an acre.



Anglican Church, Okotoks



OKOTOKS SERVICE

E. F. Piper, Prop.

Established 1940

REPAIRS TO ALL MAKES OF CARS AND TRACTORS

Bus. Phone 68

OKOTOKS, ALBERTA

Res. Phone 15



"My Wigwam"

Miss E. Olson, Manageress

FULL COURSE MEALS

— STEAKS and FRIED CHICKEN A SPEC ALTY
Half a Fried Chicken and Chips to Take Out

Phone 144

OKOTOKS, ALBERTA



"My Wigwam" restaurant—Okotoks



Okotoks Service Garage

Okotoks Directory

Auto Body Shops

Okotoks Motors and Body Shop — L. A. EDWARDS

Auto Supplies

Chevrolet-Oldsmobile — Central Garage — Skene Bros.
Dodge-DeSoto — Halpern Motors — J. Halpern
Ford-Mercury — Hal Motors J. Hall
International Trucks — Okotoks Service Station — F. E. PIPER
Motor-Metier — Red Star Auto Service
P. J. Gallagher
Ford-Mercury — Okotoks Motors & Body Shop — LAROY A. EDWARDS

Bank

Royal Bank of Canada — F. Pow

Barbers

R. L. Bennett
G. Fendrich

Beauty Parlours

Mrs. L. Hutzner

Blacksmith & Welding

Win. Serechuk Machine Shop

Churches

United Church of Canada — Rev. A. E. Lorne
Anglican Church — Rev. W. Goss
Roman Catholic Church
Gospel Chapel

Construction Companies

Davis & Tucker Construction Co.
J. D. Tucker, M. T. Davis
Contractor — General & Building
J. H. Brown

Crematory

Okotoks Crematory Ltd. — C. OTTERBEIN

Doctors

Dr. M. & Mrs. Gibson

Druggist

Berry's Drug Store — H. H. BERRY

Dry Cleaning

Look Sleg

Electrical Appliances Sales & Service

Okotoks Hardware — GEO. LOWE
Westworth's — Mrs. D. Westworth

Garages

LAROY EDWARDS — OKOTOKS MOTORS & BODY SHOP

General Garage

Hal Motors
Halpern Motors
Red Star Auto Service
Okotoks Service — F. E. PIPER
Herve & Eco

General Merchants

Westworth's
MacDonald's Grocery & Men's Wear
Thompson's Cafe & Grocery
J. B. Dan Confectionery

Grain Companies

National Grain
P. & H. Elevator — Geo. E. Lock
Midland Pacific Grain Co.
Alberta Pool Elevator — A. Murray

Hardware Supplies

Okotoks Hardware — GEO. LOWE

Westworth's — Mrs. D. Westworth

Hotels & Motels

Willington Hotel — J. Miller
Gray's Cabins — E. Gray

Implement Dealers

I. H. C. Okotoks Service — F. E. PIPER
John Davis Central Garage — A. Shaw
Massey-Harris-Popson Halpern Motors

Oliver — Red Star Auto Service

Insurance & Real Estate

M. B. Ardell Custom broker & Insurance
T. J. MERTON INSURANCE & REAL ESTATE

Jeweller

Okotoks Variety Store — B. Mitchell

Laundry

Look Sleg

Locker Service

Central Meat & Lockers — W. Westworth

Lumber & Building Supplies

McFarland Lumber Yard — H. Jacobson

Meat Markets

Central Meat and Lockers

Okotoks Meat Market

Newspaper

Okotoks Review — S. M. Matlock

Oil Companies (Bulk)

Imperial Oil — C. W. Country
U. P. A. Oil Company — L. MacDonald
U. P. A. Co-op — Maple Leaf Products — E. A. Holland
Purity 99 — Herve & Eco

Painters & Decorators

J. H. Brown

R. Pullerton

Plumbing & Heating

Okotoks Plumbing — Right & Fouchel
Paterson Plumbing & Gas Fitting — J. Paterson

Pool Halls

Okotoks Pool Hall and Barber Shop — G. Fendrich

Postmaster

C. W. Egan

Poultry & Feeds

Westworth's
Midland & Pacific Grain Co.

Restaurants & Cafes

Willington Hotel
My Wigwam — MISS E. OLSON
Café Co-op — W. Thompson
El Chico — J. Antonak

Theatres

Once a week in Elva Hall — E. Richards

Tourist Canteen

Gray's Cabins — E. Gray

Vulcanizing

All Garage

TOWN OFFICIALS

Mayor — Geo. E. Lock
Secretary-Treasurer — Louis Flacret
Councillors — H. H. Berry, W. Westworth, C. Country, Colby Carr, F. K. Piper, Glen C. Hume

Chamber of Commerce & Agriculture

Secretary — T. J. Merton

OKOTOKS CREAMERY LIMITED

Clarence Otterbein

Buyers of CREAM and EGGS

— Manufacturers of "OKOTOKS BRAND" Butter

PHONE 7

OKOTOKS, ALBERTA

Onoway

Population — 208.
Location — 34 miles NW of
Edmonton
Highway — No. 43.

THE north-central Alberta village of Onoway about 20 miles northwest of Edmonton, is the centre of one of Alberta's premier mixed farming districts where an increasing number of purebred herds are being raised to the improvement of a considerable beef and dairy cattle population.

Situated on a Canadian National Railway line and Highway No. 43, the village is well served as far as transportation links with larger centres in the province are concerned. Besides regular trains, Greyhound also operates buses throughout the village daily. Onoway's present population is just over the 200 mark, serving a district population which is estimated in excess of 2,000.

The tax rate in the village is 50 mills on an assessment of \$178,000. There is no municipal debt.



Onoway Hotel

Electrical power for the village is supplied by the Calgary Power Company.

Police protection is provided by a town constable and there is an adequately equipped volunteer fire brigade.

Grain storage elevators are operated by United Grain Growers and the Alberta Wheat Pool.

A combined primary and high school has excellent educational facilities to serve the needs of village and



Onoway School

district children. The village has six churches: Baptist, Pentecostal, Anglican, United, Roman Catholic and Lutheran.

The Masonic Lodge is one of the more active among the village's fraternal social and service organizations. There is a Community Association which provides direction for a variety of activities of interest to young and old. A curling and skating club are also given good support by village and district residents.

The sandy loam soil, of the farming district is valued at upwards of \$50.00 an acre.

Hereford, Red Poll and Aberdeen Angus are the purebred stock which are favored by the majority of farmers.

A large number of swine are also raised, and there is also a considerable population of dairy cattle in the district.

A few of the farmers include sheep raising in their programs.

Onoway is in the Lac Ste. Anne Rural Municipality. At a cost of approximately \$18,000.00 a new stucco building which houses offices and Council Chambers of the Municipal District of Lac Ste. Anne were opened for business in October, 1935.

Mayor — W. Matyba

Secretary-Treasurer — L. E. Olivier

Board of Trade Secretary — Joseph Bubley

ONOWAY HOTEL

A. J. Rennie, Prop.
Fully Modern Rooms Fully Licensed
Dining Room in Connection - Home Cooked Meals
"Friendliest Hotel in the Province"
Phone 37 ONOWAY, ALBERTA

JOHN A. MILLS

John Deere Sales and Service
Fire and Auto Insurance

PHONE 10-42

ONOWAY, ALBERTA

WILLIAM KRUGER

MASSEY-HARRIS FERGUSON
DEALER

Phone 26

ONOWAY, ALTA



ONOWAY MEAT MARKET AND LOCKER PLANT

Wm. Matyba, Prop.

CHOICE FRESH COOKED AND SMOKED MEATS

ALL FROZEN FOODS and VEGETABLES

FRESH and CURED FISH

PHONE 4

ONOWAY, ALBERTA



Meat Market & Locker Plant — Onoway



Tom Kruger — Massey-Harris-Ferguson Dealer

Onoway Directory

Auto Body Shop

H. Grueler

Auto Supplies

Chevrolet-Oldsmobile JOHN MILLS
International Trucks — John Lafleur

Bank

Bank of Commerce — F. Dornard

Maurice Majors

Blacksmith & Welding

H. Grueler

Churches

Baptist
Presbyterian
Anglican
United
Roman Catholic
Lutheran

Contractors — General & Building

A. Frey

Electrical Appliances Sales & Service

John Lafleur
Joe Dille

Garages

Onoway Garage — Felix Salernsky
Onoway Motors — A. Love

General Merchants

Mills General Store — Sid Mills
Oliver's General Store — L. E. Oliver
Rosen's General Store — F. Rosen
Dale's General Store — E. Dale

Grain Companies

United Grain Growers — Otto Reuter
Alberta Pool — J. Mills

Hardware Supplies

Onoway Hardware — Joe Dille

Hotels & Motels

Onoway Hotel — A. J. REMNIE

Implement Dealers

C. C. I. L. — Alberta Wheat Pool
J. MILLS
Cockburn — E. Riedfleisch
J. H. C. — John Lafleur
J. I. Cass — E. Harwig
John Deere — JOHN A. MILLS
Massey-Harris-Ferguson — BILL KRUGER
Oliver — Frank Roberts

Insurance & Real Estate

L. E. Oliver
JOHN A. MILLS

Library

Women Institute Library

Locker Service

Onoway Meat Market & Locker Plant —
W. MATYBA

Lumber & Building Supplies

Reuter Lumber — H. P. Swann

Meat Market

Onoway Meat Market — W. MATYBA

Oil Companies (Bulk)

Imperial Oil — Otto Wuddel
British American Oil Co.
L. M. Haggard
Co-op Oil — A. Lafleur

Painters & Decorators

Mr. C. C. Hebert

Pool Hall

Duway Billards — M. Majors

Postmaster

M. Peterson

Poultry & Feeds

Sid Mills

Restaurants & Cafes

Onoway Cafe — Ted Campbell
Onoway Cafe & Confectionery — T. Campbell
Onoway Hotel — A. J. REMNIE

Shoe Repairs & Sales

Frank Reiner
Mr. Otto Reis

Theatre

Reuter Shows

Transport Companies

Onoway Transport — J. Clague
Kaiser Transport — Bill Kruger
Emile Rippl

TOWN OFFICIALS

Mayor — W. Matyba
Secretary Treasurer — L. E. Oliver
Councillors — Sid Mills, Art Ahlert

Board of Trade Secretary

Joe Dibley

Oyen

ON a Canadian National Railways branch line some 30 miles west of the Saskatchewan border, the village of Oyen is in a long-time productive mixed farming area where oil and gas discoveries have led to new growth and wealth.

Its present population of about 650 serves a district population of 2,200.

In addition to the daily train service provided by the CNR, the village is also fairly well situated for road transport, being a scant two miles off Provincial Highway No. 9. Greyhound Bus Lines operates a schedule which provides connections with important centres throughout the west daily.

The assessment of the village is \$423,353. Tax rate is 55 mills. There are outstanding sewer and water debentures in the amount of \$154,600.

Population — 650.

Location — 20 miles west of Sask. Border.

Highway — No. 9.

Canadian Utilities Ltd. serves the village with electrical power. Sewer and water mains run through the entire built up area.

A new arena completed only recently, is a centre of sporting activity during the winter months.

The services of a doctor are available in the village. The Oyen Municipal Hospital is a treatment centre for the sick of the district.

Land in the farming district, black chocolate loam, is valued at from \$20.00 to \$25.00 an acre. Yields over a long term period have averaged out to 20 to 23 bushels an acre for wheat and some 75 bushels an acre for that sown to oats.

Capacity of the two village elevators, owned by the Alberta Wheat Pool and Pioneer Grain Company, is 200,000 bushels.

A good number of farmers in the district raise herds of purebred cattle.

Oyen is in No. 3 Special Area District. Administrator is Bessie Weller.

Mayor — W. Cunningham
Secretary-Treasurer — F. J. Ljddman
Board of Trade Secretary — Bessie Weller

BERG'S GENERAL STORE

Erling Berg, Prop.

Groceries and Dry Goods

Tip Top Tailors

Phone 45

OYEN, ALBERTA

Box 57

THE RED SENTRY GARAGE

H. I. Munroe, Prop.

DODGE CARS and TRUCKS

JOHN DEERE MACHINERY

Phone 38

P.O. Box 34

OYEN, ALBERTA

Oyen Directory

Auto Body Shops

Red Sentry Body Shop—Howard I. Munroe

Auto Supplies

Auto Parts—Berg's Motors

Oscar Berg

Dodge-DeSoto—Red Sentry Garage

HOWARD I. MUNROE

Ford-Monarch—Booth Motors

Anthony, Birch

Plymouth-Chrysler—Joe Winchuk

Bank

The Tarrytown Dominion Bank

Mr. R. Steele, mgr.

Barber

Matthew Marshall

Churches

Roman Catholic Church—Rev. Father

S. Molnar

United Church—Mr. J. Wood

Anglican Church—Rev. W. Welner

Presbyterian Church—Mr. J. Hargy

St. Mary's Ukrainian—George Orshenko

Dentist

Weekly Dentist—Dr. Dowler

Doctor

Dr. J. A. McGeehen

Druggists

Oyen Drug Store—Mrs. Muriel Johnson

Electrical Appliances Sales & Service

Oyen Utilities—Geoff Mansfield

Ontario Electric—W. Ottewill

Garages

Booth Motors—Berg's Motors

The Red Sentry Garage—H. I. MUNROE

Booth Motors

Oyen Sales & Service

General Merchants

Red & White Store—Mr. E. MacArthur

Dunsmuir's Hardware—A. C. W. A.

Grocery & Hardware

Berg's General Store—E. BERG

Oyen Drug Store

Grain Companies

Alberta Wheat Pool—Joe Ferguson

Pioneer Grain Co.—Leon Joe

Hardware Supplies

Cunningham's Hardware—W. A. Coombs

Co-op Hardware—R. Windsor

Bowser Lumber Co.—Clarence Schenke

Hospital

Oyen Municipal Hospital—Miss Jean

Ferguson, matron

F. J. M. Ljddman—Administrator

Hotel

Alberta Hotel—Mrs. Frances McElroy

Insurance & Real Estate

F. J. M. Ljddman

Even Story Insurance

C. Peterson Insurance

Implement Dealers

C. C. I. L.—Royal Anderson

Codgins—Alvin Carver

I. H. C. Oscar Berg

J. I. Case—M. Story

John Deere—The Red Sentry Garage

H. E. MUNROE

Messy-Harris—Joe Winchuk

Modern Machinery

Mississippi-Motors—Oyen Sales & Service

Jerome Outkook

Olyon—Oyen Sales & Service—

Jerome Outkook

Lumber & Building Supplies

Beaver Lumber Co. (Alberta)

Meat Market

Oyen Meat Market—John Shields

Oil Companies (Bulk)

Imperial

B. A.

Maple Leaf

Plumbing & Heating

Oyen Plumbing—Walter Froehner

Pool Hall

William Patrick

Postmaster

A. R. Johnston

Restaurants & Cafes

Star Cafe

Shamrock Cafe

Plowings Cafe

School

Public School—Mr. A. B. B. B.

Assumption R. C. Separate School

Tailor

Erling Berg—Tip Top Tailors

Theatre

Carl Mandifield—Oyen Theatre

Transport Company

Alvin Transport

Wood, Coal, Gas, Etc.

Propane—Sturds Propane, Lounge

Propane

TOWN OFFICERS

Mayor—W. Cunningham

Secretary-Treasurer—F. J. M. Ljddman

Councillors—Oscar Berg, Ch. Wilcox

Board of Trade Secretary

Bessie Weller

Patricia

Population — 199.

Location — 15 miles north-east of Brooks.

Highway —

FOR a varied assortment of hunters, the Village of Patricia, Alberta, is the jumping off point some of the best sport in Western Canada.

For those who carry a gun, the district's pheasant hunting rates top marks, although other game is also plentiful.

Quite another variety of hunter, however, has also found the district, located 15 miles north-east of Brooks, to be intriguing beyond measure. For some years now professors from the University of Toronto and the Toronto Museum have been doing extensive research work on the fossils of prehistoric animals which are comparatively abundant in the ruggedly scenic badlands area about 10 miles north of Patricia.

Although its population is just over the 100 mark, Patricia is of vital importance in Alberta's increasingly prosperous oil and gas industry. One of the largest gas fields in the province is located in the village.

PATRICIA HOTEL

D. Ramsey, Prop.

Licensed ☆ Fully Modern

Coffee Shop in Connection

Phone 1

PATRICIA, ALBERTA

The Council and Citizens of

PATRICIA

Welcome All Visitors

Patricia Directory

Barber

Ed. Schmidt

Blacksmith & Welding

E. Wernickel

Churches

Roman Catholic
Alliance Tabernacle

Garages

Patricia Garage
& Wrecking

General Merchants

Bully's Store — L. Bully
Patricia Store — J. Hestrich

Grain Companies

Alberta Pail Elevator Co. — C. Hanson

Hotels & Motels

Patricia Hotel — D. RAMSEY

Oil Companies (Bulk)

British American — L. Bully
Maple Leaf — Ralph Mahell

Pool Hall

Ed. Schmidt

Postmaster

Mrs. Ramsey

Restaurants & Cafes

Patricia Cafe — Mrs. Ross

TOWN OFFICIALS

Committee Looked after by county
councillors.

Peace River

Population 2,340
Location — 330 miles north
of Edmonton
Highway — No. 2.

THE history of the northeastern Alberta town of Peace River, in its early days at least, is the history of fur traders and Christian Missionaries. In more recent decades the district surrounding the town has developed an agricultural background and in the last few years there has been considerable advance in exploration for oil.

The forts established on the banks of the Peace River were the towns and villages of tomorrow. And for every fort set up by the traders there was soon a nearby mission from which the devoted missionaries administered to both their countrymen and the often exploited natives of the new frontier.

The first settlement in the general vicinity of what is now the town of Peace River was the Fort of the Forks located about eight miles upstream from the present townsite.

Another North West Company fort (Fort McLeod) was established much closer to the present Peace River townsite in 1781. It was also on the Peace River just below the mouth of the Smoky River. At about the



Peace River from the air

same time another fort was built in the vicinity by the old X Y Company.

Among the very first white men to visit the Peace River country was the redoubtable Sir Alexander MacKenzie. The famed explorer, we are told, was on a trip to establish fur trading posts for the North West Company, and incidentally was seeking a passage to the Pacific Ocean. He left Fort Chippewyan on Lake Athabasca on October 10, 1782. After three days on the Peace River he arrived at Peace Point, the landmark from which the river derives its name.

For more than 100 years after the white men first discovered the Peace River and its riches, the only approach to the district from the south was by canoe and river boat. The total trip from Edmonton was 830 miles. It was not until about 1881 that the passage was cut down by changing the route slightly and building a 90 mile trail from the shores of Lesser Slave Lake to the Peace country. Jim Cornwall built a road along this trail in 1902. The Dominion Government financed construction on the \$7,000 thoroughfare.

When homesteaders began their trek into the country about 1912, a trail was cut north from Edson to Grand Prairie by way of Sturgeon Lake.

The townsite of Peace River was surveyed in 1909, some three years before the surrounding district was surveyed for homesteads.

The Edmonton, Dunvegan and British Columbia Railway reached the town of Peace River in 1915 amid a wave of optimism on the part of settlers.

The S.S. St. Charles, owned by the Roman Catholic Mission at Fort Vermilion was the first steamboat to ply the Peace, in about 1888.



The general Store—Peace River

MANN BROS.

GROCERIES — DRY GOODS — SHOES

"Only Goods of Recognized Merit"

PEACE RIVER, ALBERTA

ART LOWE & SON

BODY AND FENDER WORKS

Phone 2847

PEACE RIVER, ALBERTA



THE IMPERIAL STORE

"The Quality Store"

GROCERIES - DRY GOODS

LADIES WEAR - SHOES

In Operation Since 1928

SMALL WARES - NOT ONS

Phone 47

PEACE RIVER, ALBERTA

Main Avenue



Standard Equipment Garage—Peace River

The present population of Peace River is just over the 2,300 mark. It is located on the Northern Alberta Railway line which runs from Edmonton.

Highway No. 2 provides the present main road link with the south. It is a distance of 330 miles by road to Edmonton. However a shorter route is under construction along what will be highway No. 43. In addition to the road links south there are also good highway connections north and west from the town, with one road running across to Dawson Creek where it picks up the Alaska Highway.

Canadian Coachways operates a bus service into the town.

In 1938 the town established an emergency landing field about seven miles from the townsite. This field was extensively developed during the war years by the United States Air Force. Canadian Pacific Airlines now operates a regular service into the town and there are two air transport companies flying float equipped aircraft off the river.

The assessed value of property in the town of Peace River is \$3,230,800. The tax rate is 48 mills. There is a municipal debt of \$318,050.

The town has had a central water and sewage system since 1950. Electrical power is now provided from a plant operated by Northland Utilities Limited. The first electricity in the town was from a municipally-owned diesel plant which was operated from 1928-34.

Peace River's first school, in a log house, opened its doors in October of 1912. There were then 19 pupils.

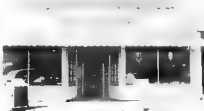
Today there are five school buildings as well as a new \$90,000 school completed in 1951. There are now about 500 pupils taking Grades 1 to 12. Five buses are used to transport children from the rural districts.

The town's original hospital, the Irene Cottage Hospital, (Irene is the Greek word for Peace) was a rough grade building set up in 1914. Jean McEwen was the first nurse. The 46-bed hospital which serves the need of town and district residents at the present time was opened as the Peace River Municipal Hospital in 1956.

There are three doctors in the town and two dentists.

The town now has seven churches. They are Anglican, Baptist, Evangelical, Lutheran, Roman Catholic, Salvation Army and United.

All of the usual social, fraternal and service organizations are active in the community. Among organizations



Peace River Meat and Locker Plant



NORTHERN SUPPLY

Wm. Todor Prop.

MASSEY HARRIS-FERGUSON IMPLEMENTS

CHRYSLER-PLYMOUTH CARS

FARGO TRUCKS - SALES and SERVICE

Box 361

PEACE RIVER, ALBERTA

Phone 2782



H. & S. RADIO SPECIALTY

Radio Repairs a Specialty

Phone 2747

PEACE RIVER, ALBERTA

Box 39

BROWNE'S MEN'S WEAR

ARROW SHIRTS — HARTT SHOES

WARREN K. COOK SUITS

Phone 2781

PEACE RIVER, ALBERTA

B. & C. JEWELRY

B. M. Dennis, Prop.

Jewelry and Watch Repairs Rolex Bulova Watches
Diamonds and Gifts - Credit Jewellers

Phone 3188

PEACE RIVER, ALBERTA

PEACE RIVER DRUG CO. LTD. and Northern Pharmacy

Prescription Druggists

PEACE RIVER, ALBERTA

which have branches in the town are the Elks, Masons, Canadian Legion, Chamber of Commerce, I.O.O.F., Kiwanis, Rotary, Red Cross and Oldtimers as well as ladies' auxiliaries and church groups.

There are facilities for most sports

The district around the town is excellent for both fishing and hunting, but for the latter it is necessary to go a little distance from the community. The town itself lies within limits of the Green Valley Game Preserve.

It was established in 1939 and was named in honor of one of Peace River's most famous citizens, Dr. William J. Greene, D.D.S. has lived in the Peace River District since 1911. It was largely as a result of his efforts that the preserve was established.



Provincial Treasury Building—Peace River

The J. B. Early Farm, about eight miles upstream is the agricultural showplace.

The town is the hub of northern transportation. It is the outfitting centre for miners, trappers, oil prospectors and new settlers.

Mayor James Mawn.

Secretary-Treasurer — Ross Beggs

Board of Trade Secretary — F. Richardson



Peace River United Church

The search for oil in the Peace River district began as early as 1918 when several companies began drilling operations. One well at the west end of the bridge at the town of Peace River produced gas which has been burning ever since. Another gas producing well is located north of town.

The district around the town is mainly woodland. A system of mixed farming which includes legumes in the crop rotations supplemented with applications of fertilizer has been shown to be the most practical farming method.

The average grain yields over a period of about 15 years are about 19 bushels to the acre in wheat, 34 in oats, 22 in barley and 20 in rye.



Standard Equipment — Peace River

Riverdrive Motors LTD.

Firestone - Goodyear Tires
2 Shops and 7 Fully Trained
Mechanics

Peace River

Alberta



D. G. McKECHNIE INSURANCE

Serving the North Peace River Country

Office Phone 2660

Res. Phone 2877

PEACE RIVER, ALBERTA

Peace River Meat Company & Locker Plant

Established over 35 years

WHOLESALE AND RETAIL

FRESH AND CURED MEATS FISH VEGETABLES

Alberta's First Locker Plant—A Complete Line of Frozen Foods

PHONE 2631

PEACE RIVER, ALBERTA

Peace River Directory

Accountant

Nash & Nash — W. K. Adams

Ambulance Service

Orvis & Humphreys

Auto Body Shops

Art Lowe & Son — ART LOWE
Peace River Body Shop — Bob Ferguson

Auto Supplies

Chevrolet-Oldsmobile — H. & E. Johnson

Ford-Mercury — Riverside Motors, Sav.

Laith

International Trucks — F. French Supplies,

Thor-Pontiac

Mercury-Motor — Farneth Motors, Scot.

Pontiac

Chrysler — CHRYSLER — NORTHERN

SUPPLY BELL TUDOR

Bakery

Central Bakery — J. R. Taylor

Banks

Canadian Bank of Commerce — Curt Allie

Bank of Nova Scotia — A. Brown

Imperial Treasury Branch — F. A. Koster

Barbers

Victory Barber Shop — J. Finch

Nash's Barber Shop — H. Sawyer

O.K. Barber Shop — Val Deman

Barndrogers

C. A. Campbell — A. Plummer

Baldwin, Prentiss & Johnson

L. A. Lemay & H. Jones

Beauty Parlours

Edna's Beauty Parlor — Ethel Petron

Peace River Beauty Salon

Blacksmith & Welding

W. J. Andrews — P. V. Gaurre

Chiropractor

Dr. R. D. Carter

Chorales

St. James Anglican Cathedral — Dean A. E.

Thain

St. Paul's United — Rev. M. Wooten

First Baptist — Rev. Spang

Roman Catholic — Father Deschamps

Salvation Army

Construction Companies

Mingos Polderme

Sand & Gravel

Contractors — General & Building

Lakey Construction — R. Lakey

Collins Construction — M. E. Collins

Gen. Clarke — Gen. Construction

Harry Hanson — General Construction

Dairy

Northern Alberta Dairy Pool

Dentists

Dr. Boyce & Innes

Doctors

G. F. Casper — R. H. Sutherland

W. S. Archibald — J. D. Rowell

Druggists

Peace River Drug Co. — R. LAKE

Northern Pharmacy — A. Campbell

Dry Cleaning

My Valet Cleaners — Macintosh & Sons

Electrical Appliances Sales & Service

Boyd Electric — L. Boyd

Miller Electric — H. V. Miller

John's Electric — J. Enfield

H. & B. Radio Specialty — W. HODG.

JORDON

Funeral Home

Gray & Humphreys

Furs

Hudson Bay — L. Williams

Garages

Riverside Motors Ltd. — REV. LUTHER

Forrest's Motors — Bert Johnson

Johnson Motors — N. Johnson

Valley Service — C. Bradshaw

Western Supply — B. TUDOR

Phillips Service Station — Joe Phillips

General Merchants

Norris's Furniture — T. A. Norris, Sr.

McPeck Shop — Mrs. L. McArthur

Macdonald's Food Market — V. Thompson

Man Brothers — JIM & JOHN MANN

Peace River Co. — \$1.00 Store — Ruth

McCarthy

The Imperial Store — C. W. CAMPBELL

Winchester's Men's Wear — W. T. Win-

chester

Swanton's Groceries — C. Swanton

Peace River Meat Market — H. E. Jury

Fraser's — \$1.00 Store — C. Fraser

Kay's Ladies' Wear — Clem O'Dell

Simpson's Sales Office — Mrs. O.

Johnson

Peace River Hardware — G. Dow

French Ladies' Wear — W. Smith

Macdonald's Men's Wear — F. Palsed

Brown's Men's Wear — R. BROWN

Acme Department Store — C. Blasco

Ever's Hardware — G. Ryan

C. & G. Groceries — Mrs. A. Cambridge

Grain Companies

Alberta Wheat Pool — Mr. Hawley

United Grain Growers — T. E. Hawley

Alberta Seed Growers — E. Swenson

Peace River Milling — A. Adair

Hardware Supplies

Marshall-Wells

Peace River Hardware

Ryan's Hardware

Hospital

Peace River Municipal District No. 21

Hotels & Motels

Victory Hotel

McKinnon Hotel — W. V. Apperich

Implement Dealers

Corkhill — G. Swenson

I.L.C. — Thor Farneth, Farneth Supply

John Deere — H. K. Collins

Moore-Horne-Pearson — NORTHERN

SUPPLY W. TUDOR

Oliver — Farneth Motors, B. Farneth

Insurance & Real Estate

Richardson & Bonney — I. J. Bonney

Younger & Holmes — D. G. MCKENZIE

H. G. Drysdale — P. B. Gaurre

Jeweller

E. R. Ash

D. & C. Jewellery — D. M. DENNIS

Home Jewellery — Malaga & Westcott

Laundry

O.K. Laundry — Dar Lock

Laith's Laundry — Della Burton

Library

Peace River Public Library

Locker Service

Peace River Meat Co.

Lumber & Building Supplies

Frederick Lumber — P. Fox

Hayward Lumber — A. Landry

Meat Market

Peace River Meat Co.

Newspaper

Record Gazette

Oil Companies (Bulk)

R.A. Oil — H. Anning

Imperial Oil — Walls & Palm

Optician

Glover & Brule

Painters & Decorators

Smiley

Collins Contractor

Photographers

Miller Photo Service — Bob Miller

Plumbing & Heating

Peace River Plumbing & Heating

Jeff Gray Plumbing & Heating

Post Mail

Peace River Branch

Postmaster

F. Kinn

Poultry & Feeds

Romball's Electric Hatchery

Restaurants & Cafes

Victory Coffee Shop

Macdonald's Cafe — Bar Cafe

Star Cafe — Murphy's Lunch

Schools

Peace River High School — W. D. McBeth

Corpus Christi School

Immaculate Conception R.C.S.S.D. No. 45

Shoe Repairs & Sales

Peace River Shoe Repair

Tailor

My Valet Cleaners

Taxi

Bab's Taxi

Royal Cab

Theatres

Uptown Theatre

Valley Theatre

LeBaron Theatre

Transport Companies

Northern Freightways

Squires & Son

Goodkays Transport

Broadway Carriage — D. Sledman

Lower & Zachary

Vulcanizing

Peace River Tire Shop

Eric's Tire Shop

Whiteland Hardware

Home & Pitfield

Scott Fruit

Marshall-Wells (Alberta)

Peace River Dry Goods

Motor Car Supply

Macintosh Auto Parts

Wood, Coal, Gas, Etc.

Palmer Transfer

Canadian Propane

Imperial Oil

TOWN OFFICERS

Mayor — James Mann

Secretary-Treasurer — Ross Drage

Conservation — W. Fennell, G. Dow, C.

Fire — D. McKenzie, Thor Farneth,

T. Trivett

Board of Trade Secretary

P. Richardson

LAHEY CONSTRUCTION LTD.

Building Supplies — Pittsburgh Paints

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Peace River, Alberta

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FINE JEWELLERY

GIFTS

WATCH REPAIR

Phone 2772

Peace River, Alberta

Ponoka

Population — 2,400
Location — 65 miles south
of Edmonton.
Highway — No. 2.

SIXTY FIVE miles south of Edmonton on No. 2 highway between the capital and Calgary is the town of Ponoka, home for 3,400 persons and trading centre for a district population estimated to number as many as 15,000. Ponoka is one of the largest hog shipping centres in Alberta considering its size. District farmers in 1954, for example, shipped hogs out of Ponoka valued at more than \$2,000,000.

This prosperous urban centre, served by buses on No. 2 highway and by the Canadian Pacific Railway has a large commercial establishment outlets including auto suppliers, two bank branches and a provincial treasury branch, a dairy pool, two drug stores, appliance service stores, several service stations, a number of grocery stores, hardware and wearing apparel retailers, two hotels, three real estate agencies, implement dealers, a millworks, sports goods supplier, meat markets, two



Ponoka School



Ponoka Main Street

newspapers: The Herald and the News and Advertiser, three cafes, shoe repairers, three theatres, a tire shop and a wholesale house.

In the way of public services, Ponoka has a municipal hospital in which five resident physicians have patients, a library which was under construction in 1955, two dental practices, an optometrical practice, and all the modern conveniences: Electric light and power and sewer and water systems owned and operated by the town, and a natural gas system operated by Northwestern Utilities. The RCMP and local constables share policing duties and a volunteer brigade affords fire protection.

Ponoka has a large number of church groups: Anglican, Baptist, Lutheran, Roman Catholic, United and the Church of the Open Bible. Besides church organizations, active societies and clubs here include the Elks,

Moose, Woodmen, Masons, Odd Fellows, Kinsmen, Lions and Canadian Legion. The town has numerous gathering places for social and other events: an Elks hall, Legion hall and I.O.O.F. hall, for example. The large school here has some 1,200 students.

That Ponoka is sports-minded is evidenced by the fact that the town has an artificial ice rink with concrete floor with 2,300 capacity. Hockey, curling, baseball, tennis and roller skating are popular past-times.

Ponoka is in the County of Ponoka, No. 3. The reeve is M. Crandall, Ponoka and the rural secretary is Peter MacDonald, also of Ponoka.

Mayor — J. A. Walker

Secretary-Treasurer — J. H. Galbraith

Board of Trade Secretary — R. A. Cunliff



Redwood Service Ponoka

ROSSANDER MILLWORK

"We specialize in Church Furnishings"

WINDOWS and WINDOW FRAMES PRE-FIT

GENERAL MILLWORK

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Dependable Service at Low Cost
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PONOKA, ALBERTA

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PONOKA PHARMACY

Phone 48

Ponoka, Alberta

Ponoka Directory

Accountants

Coast & Linsdell — Chartered Accts
W. C. McInnis Agency

Ambulance Service

Bunker & Bacon — A. A. Bacon

Auto Body Shop

E. & N. Body Shop

Auto Supplies

Birds-Petrol — Parkland Motors, A. L.
Shaw
Chevrolet-Oldsmobile — Field Motors, H.
Dishen
Dodge-DeSoto — Wilden Motors, G. B.
Wilden
Ford-Mercury — Loucks Motors, Geo.
Loucks
International Trucks — St. Clair & Miller
E. L. ST. CLAIR
Mercury-Motor — Ponoka Motors, F. E.
Vallias
Zundorfer — Maple Leaf Motors, L.
Grigt

Bakery

Veteran Bakery — W. E. Gitting

Banks

Canadian Bank of Commerce
Imperial Bank
Truway Branch

Barbers

E. M. Klein
M. Fretzger
A. L. Petrina

Blacksmiths

Nickle & Leatham
McCormick & McCormick

Beauty Parlours

Kut-N-Kurl

Blacksmith & Welding

A's Welding

Chiropractor

Dr. J. Brown — Watsonville

Churches

Baptist — Rev. M. G. Kelton
United — Dr. G. Hodgson
Anglican — Rev. J. Macleod
Lutheran — Rev. H. Glendyler Rev. W.
Schupp Rev. J. F. Hansen
Church of the Open Bible — Mrs. D. W.
Hogson
Roman Catholic — Rev. G. J. Harrison

Construction Companies

Dicken Construction — Gordon Dicken
George Oberst

Dairy

Central Alberta Dairy Pool

Dentists

D. B. R. Adams
Dr. D. I. Cullen

Doctors

Dr. M. Graham
Dr. J. N. C. Baptes
Dr. A. J. Elliott
Dr. W. Becken
Dr. B. Becken

Druggists

O. G. Ranks
Bird Drug — Ray Johnston

Dry Cleaning

Staggy Cleaners — Mah Bow
Nu-Glo Cleaners — O. Mah Bow

Electrical Appliances Sales & Service

Crescent's Radio — A. J. Grisdell
Ponoka Radio Electric — Geo. W. Jones

Funeral Home

Bunker & Bacon — A. A. Bacon

Garages

Red Head Service — G. O. Goetz
White Post Service — W. C. Shantz
Pony 59 Service — E. E. Scholtz
Veteran Service — G. Nelson
Highway Service C. Carney & H. Ponka

General Merchants

A. Abernethy
Thompson & Walker
Jack's Men's Wear
Day-N-Tell
Cash Foods
Don & Groceries
Riverdale Grocery
M. & M. Store
Hudson & Groceries
Gump Grocery
Darling Ladies Wear
Purdy Dress Shop
Ponoka Ice to 11 Store
Wedro Lumber
Ponoka Sport Shop — DON HOLTE

Grain Companies

A. F. Giesle — Torr Pearson
Alberta Pool — M. A. McLeod
U.G.G. — W. Earl
Plover Grain Co. — A. Low
Midland Pacific Grain Co. — J. Thorsen

Hardware Supplies

Marshall West Store — Ray Clark
Central Hardware — C. Armit
Coop Hardware

Hospital

Ponoka Municipal

Hotels & Motels

Royal Hotel
Leland Hotel

Implement Dealers

Cockburn — M. Carter
I.H.C. — ST. CLAIR & MILLER
J. I. Case — Maple Leaf Motors, L. Grigt
John Deere — C. D. Sutton
Massey-Harris-Ferguson — Como Brothers
Oliver — Wilden Farm Supply, G. B.
Wilden

Insurance & Real Estate

A. E. Keston
Jones Brothers
Farr & Dalry

Jeweller

L. Jordan
O. T. Lyon

Laundry

Ponoka Laundry — J. Sticel

Library

New one being built, at present in Town
Hall

Locker Service

Ponoka Cold Storage — A. A. McLeod

Lumber & Building Supplies

Beaver Lumber — R. Head
Hewitts Lumber — E. Hall
Ponoka Builders Supply — Al. Grisdell
Rossander Lumber — A. ROSSANDER

Meat Markets

Pioneer Meat — R. O. Dadds
City Meat — T. Baskema

Newspapers

Ponoka Herald
Ponoka News & Advertiser

Oil Companies (Bulk)

Imperial Oil — G. McElroy
U.F.A. Co-op Oil — T. Bell
Johnson & Jones

Optometrists

Lampard & McCrimmon — D. J. Mc-
Crimmon

Paints & Decorators

E. Peters

Photographers

Ed. Jones Picture Studio

Plumbing & Heating

Texas Plumbing
Twin Plumbing

Pool Hall

Ponoka Billiards
Chris Knudsen

Postmaster

E. Prizant

Poultry & Peds

Gaga Hatchery

Restaurants & Cafes

Buds Beer Food — A. B. Green
Royal Cafe — A. Kairnel
Mike's Lunch — M. Chalm

Shoe Repairs & Sales

Vet Shoe Repair — R. Haden
Z. Severance

Tailors

Staggy Tailors — Mah Bow

Taxi

Royal Taxi — C. Wilson
Rennie's Taxi — R. Gore

Theatres

Capital Theatre — E. Sombor
Empire Theatre — E. Sombor
Ponoka Theatre — E. Sombor

Tourist Camps

Jackman Auto Court

Transport Companies

Cowford Transport — Ron Cowford

Vulcanizing

Ralph's Tire Shop — R. Bartram

Wholesale Houses

Ponoka Wholesale — C. E. Lewis
Wood, Coal, Gas, Etc.,
North Western Union — Al Clark

TOWN OFFICERS

Mayor — J. A. Walker
Secretary-Treasurer — J. H. Gault
Councilors — E. S. Jones, A. W. Arden,
V. O. Nelson, D. J. McCrimmon, J. W.
Barton, A. J. Grisdell

Board of Trade Secretary

R. A. Cusiff

RED HEAD SERVICE

GEO. GOERZ, Prop.

Bulk Sales - Gas - Oil - Greases
General Repairs and Lubrication
Break and Shoe Banding

Phone 80

Ponoka, Alberta

PONOKA SPORT SHOP

DON HOLTE, Prop.

Sporting Gear for all the Year

Phone 4662

Ponoka, Alberta

Provost

ONE of Alberta's newer towns, Provost is situated about 200 miles southeast of Edmonton and the CPR line which runs from the provincial capital to Winnipeg.

It was first established as a pioneer community about 1910. It was incorporated as a town in 1955.

According to old timers in the district, Provost had a unique municipa. beginning. It was governed in its very early days, from 1910 to 1913 as a community project. The first available records, which date in mid-September of 1913, indicate that the original village council was made up of M. A. Kilburn as reeve, with E. G. Meiklejohn and D. E. McPhail the two councillors. The village secretary-treasurer at that time was L. H. Meiklejohn.



Hereford cattle

The present population of the town is just short of the 2,000 mark. It serves a rich farming district in which population is estimated at about 1,800.

Besides the first class railway transport provided over the Canadian Pacific Line, Provost is also served

Your Most Dependable Source of Supply

SHORTELL-VANCE LTD. HARDWARE

SERVICE
SV
VALUE

Stores in Lloydminster, Sask., Nelsburg, Sask.
and Provost, Alberta.

Population 2,000.

Location — 200 miles S.E.
of Edmonton.

Highway No. 13.



Aerial view of Provost

by an all-weather provincial highway, No. 13. The Sunburst Bus Company operates a daily service through the town.

The Provost tax rate is 60 mills on an assessment of \$935,440. The municipal debt consists of general debentures in the amount of \$51,000, and local improvement debentures totalling \$102,710.

The Calgary Power Company supplies electricity to the town and surrounding district.

Since Provost was incorporated as a town a number of improvements have been undertaken by forward-looking progressive town fathers. They include sewer and water projects. The town to date has two miles of sewer and water mains which are being extended year by year. The water is drawn from four excellent wells and is supplied to the town on a gravity flow system from a 53,000 gallon elevated water tank. At the end of 1955 there were 230 house services in operation on the sewer and water system. The number of homes in the town is about 250.

The town's eight grain storage elevators have a combined capacity of 445,000 bushels. The Searle Grain Company and Alberta Pacific Grain Company each operates two elevators. The others are owned by United Grain Growers, the Alberta Wheat Pool, National Grain Company and Pioneer Grain Company.

There is an R.C.M.P. detachment stationed in Provost in addition to the town police department.

THE TOWN OF PROVOST

A modern fast growing community of
public spirited citizens

You are invited to visit our town on your travels
through Alberta and see the advantages we
offer new Businesses and Residents.





RUTTAN'S

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Provost has always prided itself on the efficiency of its local fire department. Records show that the first fire brigade was formed in 1914. A modern fire engine was purchased and a fire hall was erected in the same year. The equipment has been added to and the fire hall kept up to date over the years.

In addition to present utilities and services, there are excellent prospects that residents of the town in the near future will be able to avail themselves of natural gas supplied from a local distribution system.

A new post office was built in the town in 1955.

Educational needs for town and district children are excellently served in a public school and a high school.



The west side of Provost

There are five churches in the town. They are United, Lutheran, Roman Catholic and Gospel Mission.

The Provost Municipal Hospital is an up-to-date, well-equipped institution capable of caring for the health needs of the town and district.

All of the professions are represented among the town's business and professional men.

A playground for the younger residents is operated by the Provost Boys' Club.

There are five lodges in the town, each of them actively serving the interests of their particular groups. Other organizations include the C.G.I.T., Boys' Club, Catholic Youth Organization, Lutheran Young Peoples, United Church Young Peoples and Air Cadets.

For indoor activities, there are four spacious gathering places. The Community Hall, the I.O.O.F. Hall, Masonic Hall and Canadian Legion Hall.

Provost has facilities for all the normal sports activities. A favorite summer spot for recreation and amusement is the Dalhousie Lake Provincial Park which is only a 28 mile drive over good roads from the town.

Established April 1923

MURAT'S

Alberta Government Treasury Agency
Vital Statistics Insurance

Phone 17

Provost, Alberta

COMMERCIAL HOTEL

Read Hotels Limited, Les Read, Manager

36 Clean, Comfortable Rooms

Cafe in Connection Running Water Fully Licensed

Phone 12

Provost, Alberta



The east side of Provost

Land in the mixed farming district around the town is chocolate loam valued at \$20 an acre.

The long term wheat yield averages out to 20 bushels to the acre. The yield from other grain crops varies from 35 to 40 bushels an acre in oats, 20 to 25 bushels in barley, 10 to 12 bushels in rye and seven to eight bushels in flax.

It is estimated that the cattle population of the district is over 25,000 head. Of this about 500 head are purebred stock.

A number of farmers also raise breed swine and there are a lesser number who keep sheep on their spreads.

Provost is in the Municipal District of Provost No. 52. The M.D. Secretary is H. J. Schumacher.

Mayor — William C. Acton

Secretary-Treasurer — G. Grebe

Junior Chamber of Commerce Secretary — D. Hudson



Home of an Alberta Master Farmer



PAT'S GARAGE

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Provost, Alberta



W. M. LEWIS

INT. SALES and SERVICE

Phone 30

Provost, Alberta

LARSON'S HARDWARE

E. A. LARSONS, Prop.

Phone 115

Provost, Alberta

Provost Directory

W. A. Davis & Co. — W. A. Davis

Ambulance Service

Gregory's Ambulance — H. Gregory

Auto Supplies

Dodge-Duffalo — E. G. Maklajohn & Son
Ford-McNair — Nesbitt Motors, Victor
Nesbitt
International Trucks — Wm. LEWIS
GARAGE
Mercury-Motor — Pedgley's Garage, L.
Friedland
Plymouth-Chrysler — Nathan Sales &
Service — W. A. RUTTAN

Bank

Canadian Bank of Commerce — Mr. Watson

Barbers

A. Thorgren
A. Mills

Barriers

J. F. Burger

Beauty Parlour

Davis Beauty Shoppe — Mrs. J. Davis

Bowling Alley

Provost Bowling Alley — Henry Roth

Chiropractor

J. P. Docherty

Churches

United Church — Rev. F. Rasmussen
Lutheran Church — Pastor P. Olson
Roman Catholic Church — Fr. Kovach
Anglican Church — Rev. Offord
Catholic Mission — W. H. Elliott

Construction Companies

W. H. Smith Construction Co.

Contractors — General & Building

William Smith

Dentist

Dr. H. O. Canfield

Dealers

J. D. Cottrell
J. A. Hawks
Wm. C. Arden

Druggists

J. S. Black
Thorp's Drug & Photo Co.

Dry Cleaners

Prostate Dry Cleaners

Electrical Appliances

Wilmar Electric — W. McElhinney, prop.

Funeral Home

Gregory's Funeral Home — Gregory

Garage

Rutten's Sales & Service — W. RUTTAN
Nesbitt Motors — V. Nesbitt
Maklajohn & Son
Tay's Garage — J. F. SCHUMACHER
Lewis Garage — J. W. LEWIS
Pedgley & Son — Leo Pedgley
England Garage — W. England

General Merchants

Lloyd's Food Store — L. Spilde
A. E. McLaughlin Ladies' Wear — Mrs.
McLaughlin
Nesbitt Variety Store — F. Nesbitt
Start's Dry Goods — H. Start
Chapman's Store — G. & S. Chapman
Wilmar Electric — W. McElhinney
Palace Meat Market — O. Hlade
Durr's Grocery — W. Durr
K. R. Cooke Plumbing — K. R. Cooke
Kink's Drug Store — J. Kink
Shortell-Vance Ltd. Hardware
Ledy's Grocery — E. Ledy
Larson's Hardware — E. Larson
Larson's Furniture — J. T. Larson
Prostate Cleaners — F. Prostate
Thorp's Drug & Photo — A. Thorp
Associated Services — Thorsen's, G.
Thorp

Grain Companies

United Grain Growers — W. Jelling
Prostate Grain Co. — M. Prostate
Sears Grain Co. (A) — W. Schallert
National Grain Co. — S. Dickson
Sears Grain Co. (B) — N. Holminger
Alberta Wheat Pool — E. Dandaworth
Alberta Pacific Grain Co. 1 — H. J.
Robertson
Alberta Pacific Grain Co. 2 — H. Prostate

Hardware Supplies

SHORTELL-VANCE LTD. HARDWARE
Larson's Hardware — E. LARSON

Hospital

Provost Municipal Hospital

Hotels

Prostate Hotel Ltd. — JESS REED

Implement Dealers

Alta Chalmers — Wilmar Agencies, W.
McElhinney
C.C.L. — Coop Oil Co. A. Nelson
Cochran — Maklajohn & Son
I.R.C. — W. M. LEWIS
J. Case — V. Nesbitt
John Durr — Scott Carter Agencies, S.
Carter
Murray-Harris-Ferguson — Pedgley &
Son, L. Pedgley
Minneapolis-Moline — Rutten's Sales &
Service, W. RUTTAN
Oliver — Nesbitt Motors, V. Nesbitt

Insurance & Real Estate

Planning Agencies — Ron Prostate
Murray's Agency — W. H. MURRAY

Lawyers

Peter D. Hart

Library

Provost Public Library — Mrs. A. J.
England

Locker Service

Provost Locker Plant — V. Nesbitt

Lumber & Building Supplies

Johnstone Lumber Co. — D. Johnstone
Beyer (Alberta) Lumber Co. — B.
Lettimer

Meat Market

Palace Meat Market — O. Hlade
Provost Locker Plant — O. McNally

Newspaper

The Provost News — George Holmes

Oil Companies (Bulk)

British American Oil — W. England
Imperial Oil Co. — H. Howard
Coop Oil — A. Nelson
North Star Oil Co. — E. Neris

Optometrist

Provost Medical Centre — Dr. Cottrell

Painters & Decorators

Kelly Marks

Photographers

Thorp's Drug & Photo Co.

Plumbing & Heating

K. R. Cooke Plumbing & Heating — K. R.
Cooke

Pool Hall

Provost Pool Hall — J. Myrander
Provost Bowling Alley — H. Roth

W. E. Holmsten

Poultry & Feeds

U.O.O.

Restaurants & Cafes

City Cafe
City Cafe
Commercial Hotel Coffee Shop — A. Sand-
berg

Provost High School — F. Prostate

Provost Public School — E. Olson

Shoe Repairs & Sales

Yeston Shoe Repair — L. Yeston

Theatres

Provost Theatre — F. Hochhausen, Jr.

Tourist Camps

Provost Trailer Court — Town of Provost

Transport Companies

Hi Way Transport

Voluntarizing

Ferry Voluntarizing Shop — R. Ferry

Wood, Coal, Gas, Etc.

Sturds Pipefit Gas — Francis Hoch-
hausen

TOWN OFFICERS

Mayor — Wm. C. Arden
Secretary-Treasurer — G. Graybill
Councillors — R. Maklajohn, G. Chapman,
W. England, J. H. Harper, L. Spilde,
A. Nelson

Junior Chamber of Commerce

Secretary
D. Hudson

Raymond

THE Raymond of today is a prosperous business centre of population 2,500 in what has proved to be a highly successful irrigation crop area. The population of the district served by the town is estimated in excess of 5,000.

The old narrow gauge coal mining railroad has been widened and become a branch of the Canadian Pacific Railway. There is daily train service through the town.

Greyhound bus lines also operate a daily schedule through Raymond over highway No. 52, an east-west route which bridges Southern Alberta's main thoroughfares, highway Nos. 2 and 4.

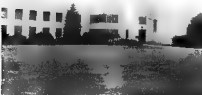
The tax rate in the town is an even 50 mills on an assessment of \$1,650,000. The municipal debt is \$256,500.

Electrical power for the town and district is now provided by Calgary Power Limited. The first generating plant attached to a flour and feed mill was set up in 1907. It was later taken over by the Knight Sugar Company and then again by Mid-West Utilities which serviced the town from 1928 until the Calgary firm was granted its franchise in 1938.

The town has had a central water system since 1912 and sewage was installed in 1945.

The capacity of the five grain storage elevators in the town is 240,000 bushels.

Raymond is policed by a municipal force and there is a 25-member, well equipped volunteer fire brigade.



Mormon Church, Raymond



FRITZ FARM SUPPLY

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Messey-Harris - Ferguson
Sales and Service

Phone 163 Raymond, Alberta

ANDERSON PLUMBING

HEATING and GAS FITTING
SHEET METAL WORK OF ALL KINDS

Phone 125
Raymond, Alberta

Population — 2,500.
Location — 30 miles south of Lethbridge.
Highway — No. 52.



Recreation Centre, Raymond

The educational needs of the town and surrounding district are adequately covered by a primary school and both junior and senior high schools.

There are churches of four faiths in the town. The Mormons (Church of Latter Day Saints) have four places of worship (wards), and there are also United, Roman Catholic and Buddhist, the latter to serve the community's Japanese population.

The Raymond Municipal Hospital is adequate for accommodation of the sick in the town and district. There are four doctors practicing in the town.

As was indicated, the farming district around Raymond is unique on the prairies, being one of the original irrigated farming districts in Western Canada.

In the early 1880's the district was a cattlemen's paradise and huge herds grazed on the rich grasslands. In fact when Jesse Knight agreed to found Canada's sugar beet industry he did so under terms of an agreement under which he received a large area of ranch and to graze the huge herds of cattle he brought up from Utah.

Gradually the scene changed. Irrigation brought new crops and good farming land brought more settlers. Gradually the cattlemen were pushed into the hills.

Raymond got on the grain map of the world in 1912 when wheat grown on dry land on the farm of Henry Holmes was awarded the International Wheat Championship.

The agricultural industry of the Raymond district in modern times is a diversified operation made up of sugar beet raising, grain growing and cattle and sheep ranching.

Mayor — Frank R. Taylor

Secretary-Treasurer — Warren L. Jones

Board of Trade Secretary — A. Lincoln Wood

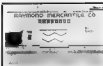
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A. Classes of Insurance Except Life
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DEPARTMENT STORE

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RAYMOND, ALBERTA



Pete's Farm Supply—Raymond



Raymond Agencies

Raymond Directory

Accountant

Don Vincent
L. D. Watson

Auto Body Shop

Raymond Motors — Kamitomo Bros.

Auto Supplies

Buck-Pondiac Karl Wilde Garage Karl Wilde
Chevrolet-Oldsmobile — Melchior Motors, Howard & Gerald Melchior
Ford-Mercury — Sugar City Motors John & William Melchior
International Trucks International Harvester C. M. Wells
Mercury-Mercury Raymond Motors, Kamitomo Bros.
Plymouth-Chevrolet Dahl Motors Dahl Bros.

Bakery

Raymond Bake Shop — R. S. Murak

Bank of Montreal — D. J. Parrott
Provincial Treasury Branch David Douglas

Barbers

Mell's Barber Shop Frank Hall
Nagge Barber Shop Max Nagge

Barrister

Warren C. Jones

Beauty Parlour

Verity Beauty Shop Edna Glickstein

Blacksmith & Welding

Sugar City Motors John Melchior
Harvey's Blacksmith Shop John Harvey

Book Store

Raymond Pharmacy Don Stead

Churches

Dundell — Rev. Nikola
Roman Catholic — Father O. Marus
United Church
L.D.E. (Women) 1st Ward, Murray
Mell, 2nd Ward, A. G. Brown, 3rd
Ward, Ralph Salmon, 4th Ward, Bruce Galloway

Construction Companies

Building Contractor — Joseph Kirkman

Dairy

Raymond Dairy Clifford Williams

Dentists

Drs. Hingham & Anderson — O. T. Hingham & Gordon Anderson

Doctors

Dr. J. Maria Walker Dr. Marian Taylor
Dr. Sylvia Brewster Dr. Mark Dahl

Druggists

Raymond Pharmacy Don Stead

Dry Cleaning

Raymond Cleaners George Turner

Electrical Appliances Sales & Service

Group Electric — James Group
Capital Electric — Glen Bullock, Lowell Coats

Garages

Sugar City Motors — Wm. Melchior
Raymond Motors — Kamitomo Bros.
Hawkins Service — L. J. Hawkins
Melchior Motors — Howard & Gerald Melchior
Gordon Motors Gordon Raymond
Mac's Service Barbara MacPhee
Karl Wilde Service Karl Wilde

General Merchants

Raymond Mercantile Co. Ltd. — JAMES BRIDGES

Stone's Service Store W. C. Stone
Broadway Store Paul Paribanks
Quality Market — LeBlond Store

Grain Companies

Alberta Pools Elevators Ltd. M. R. Woolf
Parish & Richardson Ltd. — C. A. Hudson
Roberts Milling & Elevator Co. Ltd. — Joseph Lelinski
United Grain Growers Ltd. — Ray Dahl
Alberta Pacific Grain Co. Ltd. — E. L. Holden

Hardware Supplies

Raymond Mercantile Co. Ltd. — J. Bridge
Stone's Service Store — W. C. Stone

Hospital

Raymond Municipal Hospital

Hotels & Motels

Raymond Hotel — Fairbanks Bros.

Implement Dealers

Ally Chalmers — David's Machinery
David Dahl
J. I. Case — Dahl Motors, Dahl Bros.
Manney-Harvey-Prigmore
Fet's Farm
Snyder FRIEDER DAHL
Oliver Gordon Motors Gordon Raymond

Insurance & Real Estate

Raymond Agencies
Larson & Poremba
Bert Poremba
A. E. HANCOCK
Renee Larson &

Jeweller

Proxm's Jewellery Moves From

Library

Raymond Public Library Della Wood

Locker Service

Raymond Person Foods Henry Program

Lumber & Building Supplies

Raymond Mercantile Co. Ltd. ROBT

Meat Markets

Quality Meat Market — LeBlond Store
Mell's Meat Market — Mell Bros.

Newspaper

Raymond Recorder — Max Hamilton

Oil Companies (Bulk)

Imperial Oil Ltd. — Barbara MacPhee
Anglo American Exploration — Gerald Melchior
Great West Distributors — Dahl Motors
A. J. Ganser & Sons — A. L. Ganser

Optometrist

Patmer & Mitton — Walter Mitton

Painters & Decorators

Mission & Brown Roy Mission & Vernon Brown

Photographer

Moses Fromm

Plumbing & Heating

Anderson Plumbing & Heating — J. E. ANDERSON
Sentry's Plumbing — John Smith
Gordon Motors — R. E. Price
Gert's Plumbing — J. Over

Pool Hall

Rex Billards — Joe Sawada

Postmaster

Lorrie L. Pelton

Restaurants & Cafes

Raymond Coffee Shop Wen Kw
Club Cafe — Gee Poy
York Cafe — S. Mait
Vish Cafe

Schools

High School — L. H. Jacobs
Junior High — Alford Cooper
Public School — J. O. Holden

Shoe Repair & Sales

Horvath Shoe Shop — John Horvath

Tailor

Raymond Tailors — Geo. Hayashi

Theatre

Brownson's Capital Theatre — Lee Brownson

Transport Companies

Ralph Transport Ralph Bros.

Volcanizing

Raymond Tire Service Wm. J. Clarke
Wood, Coal Gas, Etc.
S. P. Card & Son Coal Dealers — S. Card
Canadian Western Natural Gas Co. Ltd. — Gas Russ

TOWN OFFICIALS

Mayor — Frank R. Taylor
Secretary-Treasurer Warren L. Jones
Commissioner William W. Wilson, Albert
Ralph, John Kennedy, Bruce Galloway, Robert Salmon, John L. Brown

Board of Trade Secretary

A. Leach Wood

Redcliff

Population — 2,000.
Location 10 miles north
of Medicine Hat.
Highway — No. 2.

AS long ago as 1884, the bright outcroppings from which the southeastern Alberta town of Redcliff gets its name were beacons of industry in Western Canada. For the red cliffs along the banks of the nearby South Saskatchewan River are in fact the burnt shale of coal outcroppings.

It was in 1884 that a speculative minded mining man invested \$100,000 to establish a coal mine in the Redcliff district. In the same year, conversely, the area became the site of one of the far west's first experimental farms when a Canadian Pacific Railway's official, influenced no doubt by the sight of stands of oats and enough to hide a man, recommended its establishment.

It is evident that although the town was not officially incorporated until 1912, Redcliff's history goes much further back.

It was a Redcliff district homesteader, for example, who piloted the famed river steamer *Norhcoote* on her maiden voyage up the South Saskatchewan River to Saskatoon in 1895.

Unfortunately, the early coal mining venture failed. The coal was there all right and it was good coal, provided it could be used soon after being taken out of the ground. But with settlers still comparatively sparse, it had to be stored for a matter of months. And this it did not stand up. Left to stand it powdered down. The mining operation was abandoned in 1886.

Just over a decade later the brick making industry, which still thrives today, was first established in Redcliff at a plant opened up by a Mr. Blair. The plant was established near the red cliffs. The product was of a notably fine quality and its color was unsurpassed.



A new addition to the Redcliff Public School



Broadway looking east Redcliff

In the decade or so between industries, however, the country opened up rapidly to ranching and agriculture. By 1888 ranches were well established. In 1895 a system of irrigation canals using water from the South Saskatchewan was playing a vital part in the production of excellent crops.

Redcliff, 1955, is the product of the enterprise and initiative which has typified its citizens over the years. Today's population is close to the 2,000 mark.

The town is on the main line of the Canadian Pacific Railway which gives it excellent transportation facilities for its flourishing manufacturing industries. There is four miles of spur track available for industrial sites.

One of the main provincial highways, No. 2, also runs through the town. There is daily bus service into nearby Medicine Hat and other centres.

The assessment in the town is \$400,000. The current tax rate is 40 mills. The town debt is \$272,185.

Electrical power for the town is supplied from Medicine Hat at the same rate as is charged to consumers in the larger centre. The rate for natural gas in Redcliff is twenty-five cents per 1,000 cubic feet, the lowest in Canada.

The town has had a central water system since 1912. Sewage services were installed throughout the town in 1934.

There are municipal police and fire departments.

Educational needs of the town and surrounding district are adequately covered. There is one eight room brick school and another four-room brick building.



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Redcliff, Alberta



Redcliff Hardware

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Phone 206

Redcliff, Alberta

which was erected in 1954. In 1955 another four rooms were added to the new building, in addition to a fine new auditorium. Grades one to nine are taught.

Industrially the town now has two brick factories and one brick and tile factory. There is also an iron works and in addition a glass works where craftsmanship is the finest in the Dominion.

The town has three churches: Roman Catholic, United and Anglican.

Among the more active organizations in the town are its Board of Trade, Legion, Masons, Oddfellows, Sons of England, Lions Club and ladies' auxiliaries.



Dominion Glass Works, Redcliff

The Redcliff Lions' Club has been the prime source of initiative in construction of a new civic centre which is expected to be ready for use early in 1956.

There are facilities for all sports. Baseball, soccer and hockey draw the most attention both from a participation and spectator point of view.

For the outdoor enthusiasts there is Elk Water Park just south of nearby Medicine Hat where there is excellent swimming, boating and fishing.



River scene near Redcliff

Closer at hand is Redcliff Memorial Park which has a swimming and a wading pool.

Picturesque Memorial Avenue is a reminder of those who made the supreme sacrifice during the Second World War. Its 210 beautiful trees each commemorate a volunteer from the town who served in the armed forces.

The town is also the site of one of Western Canada's larger greenhouses. Shipments are made to a market which extends from Vancouver to Winnipeg.

The farming and ranching district which surrounds Redcliff is in an area where the climate is said to be ideal for irrigation. As indicated above, irrigation has been practiced in the district since the very early days. The proposed Bow River Development would extend the vast irrigation network and make the district one of the best served in Canada.

Mayor — W. H. Daere

Secretary-Treasurer — F. V. Britt

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Redcliff Directory

Bank

Treasury Branch — sub office from Medicine Hat

Barber

A. McGeer

Beauty Parlour

Belle Aire Beauty Parlour Mrs. May Dube

Blacksmith & Welding

J. I. Dainey

Churches

St. Mary's Roman Catholic
St. Andrew Anglican
Gordon Memorial United — Rev. Harry Peters

Doctor

Dr. G. Penrose

Druggist

Redcliff Drug Store — G. J. Hawrelak

Electrical Appliances Sales & Service

Redcliff Electricians — Frank Dodger
Bills Repair — Mrs. Pearson

Garages

Sam Schneider
Knudsen's Garage — Ed Knudsen
Redcliff Motors — Ralph Sailer

General Merchants

Cass & Grocery J. W. Cass
Reimer Clothing Co. Walter Reimer
Cash & Carry Store W. S. Finckers
Dutton's Clothing Store — John Dutton
Walt's Confectionery & Grocery W. Walters
Pittman's Grocery — S. M. Pittman
Boas's Grocery — S. T. Boas

Greenhouse

Redcliff Greenhouses A. Wahl

Hardware Supplies

Redcliff Hardware — A. & T. McInnes

Hotels & Motels

Redcliff Hotel Mrs. E. Broadfoot

Insurance & Real Estate

J. W. Congdon

Lumber & Building Supplies

Redcliff Building Supply — E. H. Buckart

Manufacturers

Perry Brick & Tile Co. Ltd. — J. A. Perry

Meat Markets

Geary Store

Plumbing & Heating

Redcliff Plumbing & Gas Fitting — Ed Lester

Pool Hall

A. Liederman

Postmaster

A. M. Colford

Restaurants & Cafes

Joy's Inn — Mrs. Westerhout
Club Cafe — Sam Dyer
Hove's Dining Room

Schools

B. J. Smith — Principal
Miss I. Cox — Primary

Shoe Repair

E. Hummel

Theatre

Nurtil Theatre A. Diemert

Transport Companies

Redcliff Transport — G. Pearson

Wood, Coal, Gas, Etc.

Neutral Gas — Can. Western Power & Fuel Co. Ltd. & Pictou

TOWN OFFICIALS

Mayor W. H. Dacre
Secretary-Treasurer — F. V. Brit
Councillors — W. Helms, D. Woodford,
Geo. Heston, T. Pitt, W. N. Macdonald,
G. F. Congdon



Redcliff Public School



Redcliff park swimming pool

Red Deer

Population — 11,000.
Location — 93 miles north
of Calgary
Highway — No. 2.

“ON the Red Deer River where the prairie and parkland meet” is the pretty and prosperous Alberta city of Red Deer, one of the most pleasant of Canada's smaller cities. Its strategic location in the very centre of Alberta's many pursuits is obvious. It is 93 miles north of Calgary and 98 miles south of Edmonton, almost equidistant between the two; situated on No. 2 all-weather highway the main traffic artery in the province, and is served by both the Canadian National and the Canadian Pacific Railway systems.

The city, with a population of over 11,000 (compared to less than 5,000 just after the Second World War), has every reason to be prosperous. It is the major trading, social, and cultural centre for some 60,000 people living in the Red Deer valley country. This large district sustains a rich mixed farming industry which produces an abundance of wheat and coarse grains, beef cattle, dairy products, poultry, and swine. Added to these revenue sources are soft woods such as pine, poplar and spruce from the vast timber limits west of Rocky Mountain House, clay deposits for brick making, abundant sand and gravel supplies, and noteworthy oil and gas deposits 13 miles east of the city in the very promising Joffre field.

The prosperity prevalent here is only one reason inhabitants of Red Deer enjoy their city. Red Deer, the local publicists boast with more reason than often underlies similar statements, “has all the advantages and none of the disadvantages of a large city.” Facilities required for modern urban living are readily available, the amenities of life here provided are many and varied and from a recreation point of view it would be hard to find a more suitable place than Red Deer and its environs for it centres a fine big-game hunting and fishing area and within its own boundaries it has a modern swimming pool, 18-hole golf course, new hockey and

curling rinks with artificial ice, facilities for tennis, badminton, bowling and other sports, playgrounds, and very fine educational and cultural services as well.

Perhaps the quickest way to indicate the scope of these advantages is to list some of most notable additions to Red Deer's landscape in the last few years. These include a handsome new federal building, the modern swimming pool already mentioned, a memorial centre, a \$400,000 parts plant belonging to Chrysler Corporation and a new brewery.

The history of this pretty city dates back to 1884 when the Rev. Leonard Gaetz, his wife and .9 children, took a homestead on a quarter-section now within the city limits and along the bank of the Red Deer. Ten years later the pioneer settlement which sprang up was incorporated as a village and in March, 1913, it was made a city. The first hospital built between Calgary and Edmonton was constructed here in 1904 and the urban centre organized its first board of trade in 1894. Members of this latter body have been telling the world about Red Deer's natural and acquired attractions ever since.

Property and business assessment valuations in Red Deer are around the \$3,000,000 mark. The 1955 tax rate was .77 mills and the municipal indebtedness was .77. A sizeable percentage of the 40 miles of streets and roads within the limits have been asphalted and there are some 40 miles of sewer and water mains. Seven RCMP members police the city and Red Deer, as well. It is a sub-division headquarters for the force. A permanent fire chief, three full-time firemen and some 20 volunteers afford fire protection. Electrical energy is supplied by Calgary Power Ltd. and North West Utilities supply natural gas from the Viking field for heating purposes.

The city besides the facilities used by its several municipal departments, also houses a large number of federal and provincial buildings and offices. The municipal hospital has over 100 beds and is the focal point of a local prepaid plan known as the Hospital Supporters Scheme. Practising in Red Deer are more than one dozen physicians, several dentists, as well as chiropractors, physiotherapists and optometrists.

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RED DEER, ALBERTA

The excellent communications provided this city have been mentioned. In addition to the rail coverage Red Deer is a major calling place for several bus lines. There is an airfield at Penhold, RCAF training station, only seven miles to the south.

Red Deer has excellent financial facilities, including branches operated by five national banks, six good hotels, all with private baths, a number of tourist camps, motels and auto courts, two newspapers — The Advocate, a weekly, and The Ad-Viewer, freely distributed (just an ad circular?), and a number of professional services such as law offices and chartered accountants' firms.

This central Alberta city is well supplied with some 275 retail and wholesale commercial and industrial concerns. These include an auction service, auto body repair and parts agencies, bakeries, building contractors, a brewery, clothing stores, drug stores, dry cleaners, dry good stores, electrical suppliers, florists, funeral parlor, furniture stores, many service stations and garages, a grist mill, jewellers shops, implement dealers, grocery stores, hardware stores, machine shops, milk handlers, photographers, restaurants, plumbers and gas-fitters, printing shops, sporting goods stores, shoe stores, upholsterers, woodwork shops and radio repair firms. One of the largest of the industrial concerns is the milk condensing and poultry processing plant operated by the Central Alberta Dairy Pool.

Churches in Red Deer are the Anglican, Baptist, Presbyterian, Nazarene, Bible Institute, Pentecostal, Lutheran, Missionary Alliance, Roman Catholic, Latter Day Saints, Plymouth Brethren, Dutch Reform and United. Attached to these congregations are numerous church societies.

Red Deer has 10 schools, most of them public elementary schools, together with a composite high school, plus St. Joseph's Convent, where Grades One to Twelve are taught to Roman Catholics and other students, and the Canadian Nazarene College which teaches collegiate grades and Biblical courses.



Sim's Auction Mart, Red Deer

This city's life is to a large extent centred in the many organizations engaged in cultural, social and sporting pursuits. These include several lodges and fraternal groups, many service clubs, many societies — ranging from the Red Cross to the Highland Dance Association, a book club, choral society, celebrity concert association, drama society, Scouts, Guides and Sea Cadets and sports clubs.

Red Deer is in —

Mayor —

Secretary-Treasurer —

Board of Trade Secretary

THE COUNCIL AND CITIZENS OF

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Red Deer, Alberta

Red Deer Directory

Accountants

Alberta Business Services — A. B. Eaton
Robertson, Anderson & Co. — D. W.
Robertson
Melrose P. MacKenzie

Auctioneer

Sims Auction Mart — A. Sims

Auto Body Shops

John Burrows Ltd. — J. W. Burrows
Northwest Motors — F. McLean
Red Deer Motors — W. K. Harvey
Wylie Motors Ltd. — C. Beckville
Northside Paint & Body Shop — E.
Harman
Lacey & McKee — A. G. Lacey

Auto Supplies

Pontiac-Cadillac-Buick — Valmor Motors
Ltd.
Dodge-DeSoto — Northwest Motors
Plymouth-Chrysler-Peugo Trucks — John
Burrows Ltd.
Mercury-Eagle-Matco — Hayward
Motors
Chevrolet-Oldsmobile — Red Deer Motors
Ford-Mercury — Wylie Motors
Packard-Willys — F. Crawford & Sons
Studebaker — Standard Motors
Henry J. — Rio Vista
Vauxhall-Standart — Lacey & McKee
Villman-Mini — Berquist Bros.

Bakeries

Red Deer Bakery — T. A. Withers
White's Bakery — E. J. Smith

Banks

Canadian Bank of Commerce
Bank of Montreal
Imperial Bank
Bank of Nova Scotia
Royal Bank of Canada
Provincial Treasury Branch

Barber Shops

Capital Barber Shop — C. Andreano
H. Gresham, J. A. Caceron
T. L. Kneal
Victory Barber Shop — R. G. Holmes

Barbers

Barby & Murphy — W. J. Kuty
Bury & Bury — D. C. Bury
Graham & Stewart — J. J. Stewart
Robinson & Robinson

Beauty Parlours

Marystown Beauty Salon — F. Fox
Mayday Beauty Salon — F. Fox

Blacksmiths

H. McLeven & Son — K. McLeven
J. McLeven

Book Stores

Quest, Connett Drug & Book Co. — T. Connett
Quest Book Store — J. Tervis

Bowling Alleys

Dun's Bowling Lanes — M. Dean
Red Deer Recreational Hall — R. A. Sharp

Chiropractor

Dr. N. Whitney
Dr. W. H. Ford

Construction Companies

Beckwith Construction — W. Beckwith
Western Builders — D. J. Mackay
Hornstrom Bros. — B. J. Hornstrom
Allen Bros. — C. Allen

Contractors

Compassion Electric — E. W. Cunningham
Mason & Hicks Electric — H. Hicks
Advantage Electric — S. Reaser

Dairy

Red Deer Creamery — J. Day
Whitehills Jersey Dairy — M. C. Wright

Dentists

Dr. L. A. Goodman
Dr. J. E. Long
Dr. C. H. Macdonald
Dr. C. A. White
Dr. S. Fleming
Dr. D. Tavis
Dr. Hubbard

Doctors

Parsons Clinic — R. M. Parsons
Associate Clinic — C. R. Dunn
Dr. D. B. Grant

Dray & Transport

Bettinson Cartage Co. — J. W. & C.
Bettinson
Dunlop of Canada Ltd. — V. Birney
Canadian Freightways

Druggists

Quest, Connett Drug & Book Co. — T. Connett
Holmes Drug Store — R. Holmes
Horsley's Drug Store — R. Horsley

Dry Cleaning

Morris & Baines — A. Stoddick
Berling Cleaners
Model Cleaners

Electrical Sales & Service

Adams Electric — E. Bender
Bullock Hardware — R. Old
T. Bacon Co. — W. Bennett
Home Appliances — D. Holmes
Motorcraft Farm Equipment — G.
Mansfield
Better Housekeeping — P. Tyndall

Financial Agents

Trevelyan Finance Corp. Ltd.
Household Finance Corp.
Canadian Acceptance Corp.
Industrial Acceptance Corp.

Fish

Red Deer Fishery — P. A. Lund
Central Alberta Fishery — W. Good

Furniture

Harper's Furniture — J. Davidson
Sims Furniture — C. W. Beckman

Furs

Darling Furriers — T. Simons
Gordon Fur Ltd. — A. C. Gordon

Garages

North Hill Service — Dick Morrison
Valmor Motors Ltd.
Northwest Motors
Gray Motors
Hayward Motors
Tasman Service Station
Red Deer Motors Ltd.
Wylie Motors
Kendrew & Mitchell
F. Crawford & Sons
Imperial Service Station
Pulley Service Station
John Burrows Ltd.
Standard Motors Ltd.
Rio Vista Garage
Lacey & McKee Motors
North Star Oil Ltd.
Berquist Bros.
Pulley's Truck Town & Coffee Shop —
Jerry Pulley

General Merchandise

T. Eaton Co. — W. Bennett
The Court Store Ltd. — Thos. H. Stephens

Grain Companies

Alberta Pacific Grain Co.
Alberta Wheat Pool
National Elevator Co. Ltd.
Pattison & Hemminger
United Grain Growers

Handcraft

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RED DEER, ALBERTA

Red Deer Directory

Hardware & Lumber

Baileys' Hardware - R. Gish
McLeod's Ltd.
Hendley Hardware - A. Hendley
Hussey Lumber (Alberta) Ltd. - J.
Hussey
Atlas Lumber Co.
Stewart Bros. Lumber Co. - J. Stewart

Hospital

Red Deer Manifold Hospital - F. W.
Laurin

Hotels & Motels

Buffalo Hotel - E. Goodridge
Park Hotel
Phelan Hotel - J. Phelan
Waskasoo Hotel - W. Wong
Arlington Hotel - H. Ellis
Windsor Hotel
Blue Jay Hotel

Insurance & Real Estate

Boutwell & McKee - R. J. Boutwell
Robertson & Wiseman - D. W. Robertson
R. J. Rolfe & Co. - R. J. Rolfe
Dewar Agencies - F. Dewar
E. C. Edwards
Ewing Insurance
Crowley & Parnock
C. H. Hestler Agencies
Marshall Lees Agencies

Implement Dealers

Ferguson - Harco Co.
J.H.C. - Stewart Bros.
John Deere - Fawcett & Graves
Cockburn - Lawrence & Lawrence
Massey-Harris - MacDonald Farm Equip-
ment
Case - Red Deer Farm Equipment
Allis Chalmers - Lathbury Farm Equipment

Jewellers

Mitchell & Jewel - A. R. Mitchell
Humbert Jewellery - C. Humbert
Aikin & Son - L. Aikin
S. Pinks
W. J. Gandy

Ladies Wear

The Mary Jayne Shoppe Ltd.

Laundry

Red Deer Laundry - C. Barrowan
Astoria Laundry - E. Whig

Library

Red Deer Public Library

Locker & Meat Market

Alberta Meat Market
Red Deer Cold Storage Lockers

Machine Shop

Arnold Hopp & Son Machine Shop

Men's Wear

Jack's Men's Wear

Newspaper

Red Deer Advocate - F. P. Galbraith

Office Supplies

Red Deer Typewriter & Office Supply

Oil Companies (Bulk)

Imperial Oil Ltd.
North Star Oil Co.
Cargill Oil Co.
McClellan-Frostman Oil Co. Ltd.
British American Oil Co.

Optometrists

R. D. Bessier
J. A. Lampard
J. J. Shell

Painters & Decorators

E. Robertson
H. Harts
H. J. Harrison
H. Sperman

Photographers

Photo Art Studio - A. C. Yakubchuk
Henry Mar's Studio - H. Mar
Graphic Studio - H. Pong

Plumbing & Heating

H. M. Burrows
Davis & Goring
F. M. Hayler & Son
deGroot Bros.

Pool Halls

Red Deer Recreation Centre - R. A. Sharp
Deluxe Billiards - J. M. Hall

Poultry & Feeds

Red Deer Hatchery

Printers

Waskasoo Press

Restaurants & Cafes

Club Cafe
Rita Cafe
Rockhewn Cafe
Pawnee Cafe
Dus Dugout Coffee Shop
Royal Cafe
Phelan's Truck Town & Coffee Shop
Jimmy Phelan

Shoe Repairs & Sales

Vogus Shoe Shop
Maurice Shoe Store
Red Deer Shoe Hospital
Steve Kovacs' Shoe Clinic

Tailors

Wm. Balne
Sterling Cleaners

Taxis

Vern's Taxi
Bob's Taxi
Orville Taxi

Theatres

Capital Theatre - Parnell & Sons
Crescent Theatre - Parnell & Sons

Tourist Camps

Cardinal Cottages - J. Cardinal
Red Deer Auto Court - D. Balder
South Hill Auto Court - F. Jacobson
Blue Jay Auto Court - M. Swan

Undertaker

Brown & Johnson Funeral Home - H.
Johnson

Vulcanizing

Clark's Tire Service
Rear Tire Service

Wholesale Houses

McKee Distributors
Horn & Pridell Ltd.
Dorchester Fruit Co. Ltd.
Macdonald's Consolidated
Taylor, Pearson & Carson Ltd.
Alberta Coop Wholesale Ltd.
Lownath Ltd.
Bunt Fruit Ltd.
Industrial Metals & Hardware Ltd.
R. L. Dale Agencies
P. W. Harts

Wood & Coal

C. Brown
Swamp Shop

J. A. Campton - architect
Red Deer Brewery Co.
Alpha Milk Company



Henry Mar's Studio

Professional and Commercial
Photography
Red Deer's Original Chinese
Photographer
Est. 1939

5109 Geetz Ave.

Phone 2033 Red Deer, Alta.

Typewriters

Adding Machines

Furnishings

Typewriter and Office Supply

RED DEER

Sales - Service - Rentals - Complete Office Supplies
CHARLIE HIVES, Stationery Sales - Phone 2216

5116 Geetz Avenue

Red Deer, Alberta

Rockyford

Population 254
Location — 40 miles N.E. of
Calgary
Highway — Nos. 1 and 9.

INCORPORATED in 1918, the Southern Alberta village of Rockyford centres a mixed farming district east of Calgary in which average wheat yields of 25 bushels to the acre have skyrocketed to 50 bushels an acre on some local farms in the past few years.

It has a population of over 250, and serves a district population almost 10 times that much.

The village is located on the Canadian National Railway's Saskatoon-Calgary branch line. The village got its name from a ford over a nearby creek.

The village is served by good roads which give easy access to two of the province's main highways, Nos. 1 and 9.

The tax rate is 41 mills on an assessment of \$253,298.

There is a village budget of \$100,000 to cover debentures for a new sewer and water system which was set up to serve the entire village in 1954.



Rockyford Meat Market

Electrical power for the community and surrounding district is supplied by the Calgary Power Company.

There is a new combined primary and high school in the village, built in 1954 at a cost of \$90,000. St. Rita's separate school is adjacent to the village.

The two churches in the village are United and Roman Catholic.

For indoor activities there is a spacious community hall.

The heavy, fertile farming land of the district is valued at \$55 an acre. As mentioned above the yield in wheat averages 25 bushels an acre and has



Rockyford Motor

been known to top 50 bushels an acre on some farms in the past few years. In oats the average yield is 50 bushels, in barley 50 bushels and in rye 25 bushels.

Mixed farming is the general practice on local spreads. Through systems set up by the Western Irrigation Department, nearly every farmer in the district can irrigate his land if he finds it necessary. But rainfall is generally adequate.

There are a good number of purchased herds among cattle in the district, mostly of the Shorthorn and Aberdeen Angus breeds. Swine are also raised by most farmers and a few keep sheep.

Considerable cream is delivered from local farms where dairy cattle are quite plentiful.

Rockyford is in the Rural Municipality of Wheatland. Mr. Thompson is the R.M. Secretary.

Overseer A. E. Velker

Secretary-Treasurer — J. M. Tomlin



Aerial view of Rockyford

ROCKYFORD MEAT MARKET

Chris Johansen, Prop.
COLD STORAGE LOCKERS

Phone 14

Rockyford, Alberta



PAT MULDOWNEY

ELECTRIC AND ACETYLENE WELDING
BLACKSMITHING — OLIVER MACHINERY

Res. Phone 3

ROCKYFORD, ALBERTA

Bus. Phone 20



GRIFFITH'S SALES and SERVICE

HIGH GRADE FARM IMPLEMENTS

Gas and Oil Wholesale and Retail
Dodge DeSoto Cars and Trucks
ROCKYFORD, ALBERTA

RES. PHONE 20

BUS. PHONE 43



Rockyford Welding and Machine Shop



Griffiths Sales and Service, Rockyford

Rockyford Directory

Auto Supplies

Bark - Pontiac
ROCKYFORD
GEERAERT
Dodge DeSoto
Service E. C. Grills
International Trucks - Vago Pedersen
Plymouth Chrysler - Hendry Motors -
K. A. Hendry

Canadian Bank of Commerce - Wes. Thoms

Barbers

S. Fuller
John Floor

Blacksmith & Welding

Pat Muldowney
ROCKYFORD MACHINE SHOP

Churches

United Church of Canada - Rev. W. F.
Smithers
Moran Catholic - Rev. Fr. Lehman

Druggists

Rockyford Drug Store - K. D. Mitchell

Electrical Appliances

Sales & Service
Rockyford Hardware
Griffiths Sales & Service
Vago Pedersen

GARAGES

Hendry Motors - K. A. Hendry
ROCKYFORD MOTORS - C. GEER-
AERT
GRIFFITHS SALES & SERVICE - E.
C. GRIFFITHS
P. MULDOWNEY
Vago Pedersen

General Merchants

Rockyford Hardware C. DeWitt
R. L. Peters
Camp Foods B. Pedersen
J. E. Wier
Rockyford Trading Co. - A. S. Reagler

Grain Companies

Alberta Pacific Grain Co.
Alberta Pool Elevators
Searle Grain Co.
Parrish & Houshaker
J. M. Tonte
J. S. Macbeth
J. E. Vetter
J. F. Houshaker

Hardware Supplies

Rockyford Hardware - C. DeWitt

Hotels & Motels

Rockyford Hotel - E. D. Russell

Implement Dealers

C. C. L. J. S. Macbeth
COCKSHUT W. M. C. RIEGER
J. H. S. Vago Pedersen
J. L. Cope Hendry Motors
JOHN DEERE **ROCKYFORD MO-**
TORS **CARL GEERAERT**
MASSEY HARRIS - FERGUSON -
GRIFFITHS SALES & SERVICE
OLIVER P. MULDOWNEY

Insurance

Rockyford Agencies - J. M. Tonte
J. F. Houshaker

Locker Service

ROCKYFORD MEAT MARKET C.
JOHANSON

Lumber & Building Supplies

Royal Lumber Yards - E. M. Durran

Meat Markets

Rockyford Meat Market - Chas. Johanson

Oil Companies (Bulk)

Imperial Oil Ltd. A. E. Vetter
British American Oil Co. - E. C. Grif-
fiths
Maple Leaf Oil Co. - J. Fraser

Plumbing & Heating

Rockyford Hardware

Pool Hall, Barber-Shop &

Confectionery
S. Fuller

Postmaster

K. D. Mitchell

Restaurants & Cafes

Rockyford Hotel
Fuller's Milk Bar & Lunch

Schools

Rockyford Public & High School
St. Rita's Separate School

Theatres

Community Hall

Wood-Coal-Gas, etc.

A. E. Vetter (Coal)
C. DeWitt, E. Grills (Propane)

TOWN OFFICIALS

Mayor - A. E. Vetter
Secretary-Treasurer - E. M. Tonte
Councilors K. A. Hendry,
P. Muldowney

WM. C. RIEGER

COCKSHUT FARM EQUIPMENT
Sales and Service

Welding - Machine Shop
PHONE 7 **ROCKYFORD, ALBERTA**



ROCKYFORD MOTORS

CARL GEERAERT, Prop.

G.M. Products - John Deere Implements
Complete Automotive Service
Stout Ironghain Systems

Phone 12 **Rockyford, Alberta**

Rosebud

Population — 110.

Location — N.E. of Calgary

NORTHEAST of Calgary and more or less in the centre of the province is the village of Rosebud on the C.N.R.'s Goose Lake line between Saskatoon and Calgary. The village has 110 inhabitants and it caters to a district population of some 750 most of whom are engaged in grain farming. Rosebud is in the Rural Municipality of Wheatland, a name indicative of the main source of income in the area. The gamba land is very productive valued at an average \$40 per acre, and yielding over the long term 30 bushels per acre of wheat, 45 bushels of oats, 35 bushels of barley and 30 bushels of rye. Purebred beef and dairy cattle and some swine and sheep are also kept on district farms.

The Rosebud District is the home of a Master Farm winner H. G. Hymas who won the award in 1953 over six miles south of Rosebud.

Besides its fine rail facilities, Rosebud is only 8½ miles distance from No. 2, an all weather paved highway on which Greyhound Bus service is available. There is another highway, partially constructed, which will connect the Trans-Canada Highway to Number 2, this connecting link runs through Rosebud.

The village receives its electricity from Calgary. Power and many inhabitants have private water and sewerage systems. There is no municipal debt and the .955 tax rate was \$6 mills. There is a volunteer fire brigade and policing duties are looked after from Drumheller not far to the north.

Among the business establishments are two garages, two general stores, three elevators and a seed cleaning plant, a transport company, a hotel, one implement agency, two bulk oil suppliers, two restaurants and two local coal mines, Lucky Strike and Consumer's. There are also producing oil wells in the vicinity.

There is a new four-room school here, a fine memorial hall, three churches, Baptist, Catholic and United, and many organizations, including the Home and School, Lions Club and the Fish and Game League branch. Sports facilities are good.

Rosebud is not incorporated. The urban centre is located in the Rural Municipality of Wheatlands, No. 40. The reeve is James Harwood of Strathmore, and the R.M. secretary is F. J. Ewing of Rockyford.



The ROSEBUD MERCANTILE

GORDON M. LGATE, Prop.

General Merchant

FRESH & CURED MEATS HARDWARE DRY GOODS ELECTRICAL EQUIPMENT

PHONE 3

ROSEBUD, ALBERTA

Rosebud Directory

Auto Body Shops

Budorf Motors — W. C. Budorf

Barbers

O. J. Theroux

Blacksmith & Welding

W. C. Budorf

Churches

United Rev. Swerthout
Baptist Rev. J. Sinclair
Catholic Father Lehman

Electrical Appliances

Sales & Service
ROSEBUD MERCANTILE CO. — G. S. MILGATE

Garages

Murray Sales & Service A. Murray
Budorf Motors — W. C. Budorf

General Merchants

THE ROSEBUD MERCANTILE — G. S. MILGATE
Omer's — O. J. Theroux

Grain Companies

Alberta Pail Wm. Watt
Alberta Pacific Grain Co. — Wm. Watson
National Grain — Fred Bollow
Rosebud Seed Cleaning Plant T. H. Atkin

Hardware Supplies

The Rosebud Mercantile — G. S. Milgate

Hotels & Motels

Rosebud Hotel J. Penzance

Insurance

R. M. Parker

Implement Dealers

Murray-Harris-Parkinson, Murray Sales
& Service A. Murray

Meat Markets

THE ROSEBUD MERCANTILE G. S. MILGATE
Omer's Store

Oil Companies (Bulk)

British America — A. Murray
Purkey 95 Wm. Watson

Postmaster

R. M. Parker

Poultry & Feeds

The Rosebud Mercantile G. S. Milgate

Restaurants & Cafes

Omer's — O. J. Theroux
Laurie's Coffee Shop Faye Youngman

Schools

Rosebud School D. G. Ambury

Theatres

Rosebud Memorial Hall

Transport Companies

C. E. Riders

Wood-Coal-Gas, etc

Lucky Strike Mine — A. McMillan
Consumer's Mine — R. M. Budorf

Rycroft

THE village of Rycroft, "Hub of the Peace River country" is in the far northeast corner of Alberta on the Edmonton Dawson Creek line of the Northern Alberta railway and on Nos. 2 and 49 provincial highways. In a "transition soil zone," the farm lands are mainly black loam or heavy clay, valued at an average \$50 per acre. Long term yields are reported to be 20 bushels of wheat per acre, 30 bushels of oats, 40 bushels of barley and 25 bushels of rye, indicative of the productivity of the farms in this area. Hereford and Shorthorn purebred herds are also numerous as well as dairy cattle and some swine and sheep. Rycroft, with a population of 487, is, therefore, important both as a rail and agricultural centre. Agriculture exhibits from district farmers have won prizes at the Toronto Royal Winter Fair.



Rycroft Hotel

Far north as it is, the village nonetheless boasts all modern conveniences. Electricity supplied by Canadian Utilities, natural gas by Northland Utilities and the sewer and water system being owned by the village. The municipal authorities also provide fire and police protection.

Rycroft was incorporated as a village in 1944 but it traces its origin to 1915 when the rail line was laid in the area and the first settlers arrived. Today Rycroft has many facilities besides those already named about which to be proud including what is said to be the largest community-owned hall in northern Alberta, a 3-room school, and a thriving public-spirited business community, including auto suppliers and service stations, a real estate and insurance agency, a dairy, a dentistry, three general stores, three grain elevators, a fully-licensed hotel, implement agencies, plumbing and heating firm, lumber and builders supply company, cafes, and several more. Except for the sewer and water debentures there is no municipal debt; the tax rate in 1955 was 57 mills.

Population — 487
Location — NE corner of Alberta.
Highway — Nos. 2 and 49.



Rycroft Restaurant

Rycroft has three church groups, Greek Orthodox, Roman Catholic and United Church. Besides church societies active organizations include the Board of Trade, an athletic association, Elks and Royal Purple lodges, and the Canadian Legion branch. All the usual sports are followed avidly: curling, hockey, skating and baseball.

Rycroft is in the Rural Municipality of Spirit River No. 133. The reeve is George Brownlee. Spirit River and the municipal secretary is F. Wright, Spirit River.

Overseer — J. M. Ross.

Secretary-Treasurer — Mrs. H. M. Grimes.

Board of Trade Secretary — Dr. P. Poshkay.



Rycroft Roman Catholic Church

Rycroft Lumber & Builders Supply

Cement — Paints — Preservative
Builders Hardware and Supplies
"Call us for an Estimate"

Phone X706

Rycroft, Alberta

RYCROFT HOTEL

A Friendly Place to Stop
at the crossroads of highways 49 and 2
Fully Licensed

Phone 3

Rycroft, Alberta

T. H. STOUT AGENCIES

NOTARY PUBLIC
REAL ESTATE - INSURANCE
RYCROFT, ALBERTA

RYCROFT RESTAURANT

G. Phipps and Sons
Meats and Dairy Products we serve
one from our own farm
RYCROFT, ALBERTA



Rycroft School



A Church in Rycroft

Rycroft Directory

Auto Body Shops

Rycroft Auto Body Service E. M. Daley

Auto Supplies

BUICK-PONTIAC — LAZORUK'S SER-
VICE GARAGE — STEVE LAZORUK
Mercury-Mercury-Lincoln — Stan Moten
M. Rose
Plymouth-Chrysler Rycroft Garage
A. J. St. Jean

Banks

Rycroft Tiscary Branch

Barbers

William Dider

Blacksmith & Welding

Rycroft Iron Works — M. Doka
Rycroft Blacksmith Shop E. Emswold

Bowling Alley

Louis Roggenbach

Churches

United Church Rev. Chapman
Evangelical Father J. Piquet
Ukrainian Orthodox

Contractors, General & Building

Rycroft Building & Supplies — E. M.
Lazoruk

Dairy

Phipps & Sons

Dentist

Dr. P. Pookley

Garages

LAZORUK'S SERVICE GARAGE — E.
LAZORUK
Rycroft Garage
Rose Motors
Courtney Carter Tinsley

General Merchants

Joseph Bakery
Rycroft Camp
Rosen Carter
Geo. Dider

Grain Companies

Medford Grain A. B. Giesem
Alberta Wheat Pool G. Phipps
United Grain Growers — C. Shaffer

Hardware Supplies

E. M. Lazoruk

Hotels & Motels

RYCROFT HOTEL — M. McFadden

Implement Dealers

C.C.I.L. — Rycroft Co-op
FERGUSON — LAZORUK'S SERVICE
GARAGE — S. LAZORUK
MINNEAPOLIS MOLINE LAZORUK'S
GARAGE S. LAZORUK
Oliver — Rycroft Garage — A. St. Jean

Insurance & Real Estate

T. H. STOUT AGENCIES T. H.
STOUT
H. J. Loring

Jeweller

Wm. Dider

Lumber & Building Supplies

E. M. LAZORUK — RYCROFT LUM-
BER & BUILDERS SUPPLIES

Meat Markets

J. R. Carter

Oil Companies (Bulk)

Imperial Oil Limited
William Kumbark

Plumbing & Heating

J. CANTWELL — RYCROFT PLUMB-
ING & HEATING
P. O'Hara

Pool Hall

Louis Roggenbach

Postmaster

Mrs. Grace Stevens

Restaurants & Cafes

G. Phipps & Sons
RYCROFT RESTAURANT
Duke's Confectionery & Cafe — Geo.
Dider

Schools

Public & High School — E. S. McKee

Shoe Repairs & Sales

Steve Piel Shop
Joe Grapich Shop

Warehouse

Brockman Kar Seed Buyers

Transport Company

J. Sandoz

TOWN OFFICERS

Mayor J. M. Rose
Secretary-Treasurer — Mrs. H. M. Giesem
Comptroller — Dave Lazoruk Wm. Rose
Board of Trade Secretary Dr. P. Pook-
ley

Rycroft Plumbing & Heating

STOVES RANGES - HOT WATER HEATING
Estimates without obligation

J. G. Cantwell

Rycroft, Alberta

LAZORUK'S SERVICE GARAGE

Sales and Service

Pontiac & Buick Cars — G.M.C. Trucks
Minneapolis-Moline Machinery

Phone 14

Rycroft, Alberta

Ryley

FIFTY-FIVE miles southeast of Edmonton on the C.N.R.'s main line and on the Vegreville-Mirror branch line, and on No. 14 highway is the village of Ryley, centre of a fine mixed farming area. The village, inhabited by nearly 700 persons traces its origins to 1851, the original town site was known as Equity and changed to Ryley in 1906. The black soils here are among the most fertile in the province, according to government tests, and is valued between \$45 and \$60 per acre. Grain yields are said to average 3 bushels per acre for wheat, 44 bushels for oats, 40 bushels for barley and 15 bushels for rye. Purebred Hereford and Holstein herds are quite numerous and stock feeding of cattle is carried on in a large way. One of the largest milk drying plants in the west is located here, drawing its supplies from local herds. Four coal mines are located south of the village and in 1953 nearly 27,000 tons were shipped from Ryley.

The village has all modern conveniences. A sewer and water system was to be completed by the end of 1955. Natural gas from the nearby Viking field has been supplied since 1923 by Northwestern Utilities and Calgary Power has been supplying electricity since 1931. The

Population — 700.
Location — 55 m. S.E. of Edmonton.
Highway — No. 14.

debenture debt for the water-sewer system is \$150,000. The 1955 tax rate was 46 mills and the village assessment was \$452,000. Sunburst buses pass through Ryley twice daily in each direction.

Among the business establishments are auto supplies, a provincial treasury branch, a welding firm, construction and transport firms, several garages, four general stores, hardware, implement agencies, a drug store, a hotel, lumber supplier, a newspaper, oil bulk stations, a photographer, two cafes and a shoe repairer.

All 12 grades are taught in the school. There are three churches.

The area features good hunting in the fall.

Ryley is in the R.M. of Beaver, No. 73. The Reeve being J. Rosenhal and the R.M. Secretary Jack Leclercq of Ryley.

Mayor — T. Grafton

Secretary-Treasurer — R. O. Sellum



RYLEY MOTORS

E. A. GIRARD & SON

Radiator and General Repairs
Dunlop Tyres

Bus. Phone 20 Res. Phone 59
RYLEY, ALBERTA

GINTER'S

RED and WHITE

PHONE 43

RYLEY, ALBERTA

Ryley Directory

Auto Body Shops

T. Amelie of Kaituma Garage

Auto Supply

C. Kaituma

Bank

Treasury Branch

Barber

Ed. Mahan

Barriester

S. Leifard of Viking on Timonist

Blacksmith & Welding

O. Orbeck

Book Store

Pool Hall

Churches

Roman Catholic — Fr. Piroell
United Church — Rev. W. Beckstead
Lutheran — Rev. A. Allen

Construction Companies

Jet Construction — W. Mansfield

Contractors, General & Building

M. A. Anderson
W. Hansen
J. T. Ricks & Sons

Dairy

Woodland Dairy — largest powder milk plant west of Winnipeg

Doctor

Dr. G. Price

Druggist

O'Brien Drugs

Dry Cleaning

Groom Laundry & Ship out

Electrical Appliances

Sales & Service
E. O. Loader

Funeral Home

R. O. Sellum, Sub-agent of Foster Mc Carry of Edmonton

Garages

White Rose — R. I. Cope & Son
RYLEY MOTORS — E. A. GIRARD & SON
Kaituma Garage
Dunlop Garage — J. T. Ricks
E. S. Albrecht

General Merchants

G. H. Brown
Glover's Red & White Boots — E. GINTER
J. L. Hay
J. Foster

Grain Companies

Alberta Pacific Grain Co. — H. Johnson
Scenic Grain — R. Cook
Alberta Wheat Pool — L. Booth

Hardware Supplies

Imperial Lumber Co. Ltd.
Fred Loader
J. T. Ricks & Son

Hotels & Motels

Alberta Hotel — Roy Dale, Paul Reine

Implement Dealers

I. H. C. — John Dwyer
Murray-Harris-Ferguson — Edward Elbecht

Insurance & Real Estate

R. O. Sellum

Library

O'Brien Drugs

Locker Service

Ryley Lockers — Joe. Humberich

Lumber & Building Supplies

Imperial Lumber
J. T. Ricks & Son

Meat Markets

Geo. Humberich

Newspaper

Ryley Times

Oil Companies (Bulk)

Imperial Oil — T. Grafton
E. A. Oil — R. Austin
Canadian Distributors — C. Kerhen
Great West Distributors — Edward A. Brecht

Painters & Decorators

M. Helsson

Photographers

M. O'Brien

Plumbing & Heating

Ryley Plumbing — F. Delanger

Pool Hall

Ed. Mahan

Postmaster

Mr. L. Williams (Also 3 R.R. out of Ryley)

Poultry & Feeds

R. Ginter
E. H. Brown — Alberta Poultry
J. L. Hay

Restaurants & Cafes

Scott Cafe
Royal Cafe

School

Five

Shoe Repair & Sales

T. Grafton

Theatres

Ryley Little Theatre Group

Transport Companies

Jack's Transport

Wood-Coal-Gas, etc.

Natural Gas (Served by Northwestern Utilities)

Veterinarian

Dr. Dagen

TOWN OFFICIALS

Mayor — T. Grafton
Secretary-Treasurer — R. O. Sellum
Councillors — E. H. Brown, Dr. G. Price

St. Albert

IMMEDIATELY northwest of Edmonton on No. 2 highway is historic St. Albert, episcopal seat of Catholic missionaries nearly a century ago and the headquarters for the Oblates who set forth to the east, south and west to bring Christianity to the native Indians. Today St. Albert remains an Oblate centre and is a popular retreat house for Edmontonians. The town itself is a prosperous one, having a population of over 1,300.

Taxable assessment of properties and improvements here totalled \$841,535 in 1955. Business places include a fully-licensed hotel, a bank branch, five stores, a transport and taxi company, resident dentist and doctor, two contracting companies, a hardware, a service station, two insurance and real estate agencies. The tax rate in 1955 was 51 mills and the municipal debt was \$93,791. The urban community is fully modern with the municipality owning the water and sewer systems and Calgary Power and Northwestern Utilities

Population — 1,300
Location — Northwest of Edmonton
Highway — No. 2

supplying electricity. There is a town library service and a volunteer fire brigade and the R.C.M.P. looks after policing duties.

St. Albert's educational facilities are: There are two churches, a Roman Catholic and a United and each congregation has affiliated church groups. Prominent organizations also include a women's institute, the St. Albert and district community league, and the local Lions club. There is a playground here and popular sports include curling, skating, fishing, boating, baseball and badminton, the list is indicative of the athletic diversions available residents and visitors at St. Albert.

The town is on a Canadian National Line and Arrow buses also cater to the travelling populace.

Mayor — W. J. Veness
Secretary-treasurer — G. A. Parkes
Board of Trade Secretary — G. A. Parkes

ST. ALBERT HOTEL



— "Bruin Inn"

S. A. HAUPTMAN, Owner

just outside of Edmonton on No. 2 Highway
2½ miles from city limits

MODERN ROOMS - COFFEE SHOP
FULLY LICENSED

PHONE 30

ST. ALBERT, ALBERTA

St. Albert Directory

Auto Body Shop

St. Albert Garage — A. & L. Gaslin

Bank

Bank of Montreal — Mr. Peterson

Barber

J. Lavine

Beauty Parlour

Mrs. N. Shaplagan

Churches

R. C. Church — Father Tardiff
St. Albert United Church — Dr. Villett

Contractors — General & Building

Alpine Construction Co.
Fairview Construction Co.

Dentist

Dr. N. Olschick

Doctor

Dr. W. D. Cuts

Electrical Appliances Sales & Service

Gairner Electric
Roger's Radio — R. LaFrance

Garages

Veness Service Station
Sudgore Chapel & Auto
St. Albert Garage

General Merchants

Red & White Store — W. Schultz
Perron's Store — E. Perron
Mac's Store — H. Lamer
Devon's Meat Market — H. Devlin
Royal's — M. Joyal

Hardware Supplies

Sudgore Lumber & Hardware — M. McNeil

Hotels & Motels

St. Albert Hotel — S. A. HAUPTMAN

Implement Dealer

Cookshott — Veness Service Station

Insurance & Real Estate

A. B. Blair
W. J. Veness

Library

Town — Run by Women's Institute

Lumber & Building Supplies

Sudgore Lumber & Hardware

Meat Market

Devon's Meat Market

Newspaper

Montana Journal

Painters & Decorators

B. Gosselle & Sons

Plumbing & Heating

St. Albert Plumbing
J. C. Dolan

Postmistress

Mrs. T. Micholot

Poultry & Feeds

St. Albert Poultry — R. LaFrance

Restaurants & Cafes

Bruin Inn — S. A. Hauptman

Taxi

St. Albert Taxi

Transport Companies

Ron Truck Service — N. M. Ross

TOWN OFFICIALS

Mayor — W. J. Veness
Secretary-Treasurer — G. A. Parkes
Councillors — Dr. W. D. Cuts
D. E. Austin
D. C. Richardson
A. B. Blair
S. Gosselle
A. Bernard
Board of Trade Secretary — G. A. Parkes

Sangudo

THE village of Sangudo, Alberta, situated northwest of Edmonton on No. 43 highway, is home to 300 persons and caters to a district population 10 times that number according to local estimates. Land on the area is mostly grey wooded soil, valued at an average \$23 per acre when broken and with long-term yields of 24 bushels per acre for wheat, 42 bushels for oats and 35 bushels for barley. There are numerous purebred herds, Herefords, Shorthorns, Aberdeen Angus and Holsteins, kept on district farms as well as Yorkshire pigs and Suffolk sheep.

Sangudo is on a Canadian National Railway line (and the proposed new 7 highway). Bus service is supplied to the district by Canadian Coachways vehicles travelling over No. 43 highway. The village has most modern services, with the municipality owning the sewer (and water) system and Calgary Power supplying electricity. In 1955 the tax rate was 57 mills and the debenture indebtedness \$52,500.

Taxable assessment of village land and improvements totals \$281,410. Included among the commercial outlets are several: auto suppliers, bank branch, a welding firm, a creamery and egg grading plant, transport and trucking concerns, garages, two general stores, two grain elevators, two hardware stores, a hotel, implement agencies, a meat market and bulk oil stations.

Population — 300.
Location — Northwest of
Edmonton.
Highway — No. 43.

There is a fine community centre here, locale of many social events and also containing a library service. Active organizations include the Elks Lodge, Boy Scouts, Girl Guides and Masons. There are three church groups and affiliated societies, Anglican, Roman Catholic and United. There is a good public school and a well-equipped sports ground. Favorite sports are skating, hockey and baseball.

Sangudo is in the Rural Municipality of Lac Ste Anne, No. 93. The reeve is A. McEachern and the rural secretary is O. Monson, Okotow.

Mayer — D. L. Ovans

Secretary-treasurer — A. E. Saunders

Board of Trade Secretary — Claude Gould

BAUERS' STORE

C. BAUERS, Prop.

Groceries — Fresh Fruits and Vegetables
Fresh and Cured Meats

PHONE 38

SANGUDO, ALBERTA

Sangudo Directory

Auto Supplies

Bush-Pontiac — Kerr & McKen
Christie/Dodge — Kerr & McKen
Dodge-Dodge — Sangudo Motors — P.D. Mills
International Trucks — P. Keeley
Studebaker — Geo. Chemsanach

Bank

Imperial Bank — John Hodges

Barber

Sara Lewis

Blacksmith & Welding

Wm. Halpin

Chiropractor

Otto A. Woot

Churches

Roman Catholic — Fr. Pack
United Church — Rev. Wenden
Church of England — Rev. Thornton

Creamery & Egg Grading

Sangudo Creamery Co. — John Varga

Doctors

2 doctors twice weekly

Electrical Appliances Sales & Service

Woodman Electric — F. Woodman

Garages

Elkhorn & Charbonnet
Kerr & McKen
Sangudo Motors
Miles & Lumbergo

General Merchants

Community Store — R. H. Peris
BAUERS STORE — C. BAUERS

Grain Companies

Wheat Pool — L. McNeill
UOQ — T. Parberg
Sangudo, Mayrhenke & District Seed
Ottawa Am'n — A. Probst
Philip Keeley & Co.

Hardware Supplies

Conant Hardware — L. Conant
Sangudo Farm Supplies — D. L. Ovans

Hotel

Sangudo Hotel — John Andrick

Implement Dealers

Cockshutt — Elkhorn & Charbonnet
I.H.C. — P. Keeley
J.I. Case — Miles & Lumbergo
John Deere — Kerr & McKen
Massey-Harris-Ferguson — O. Chemsanach
Oliver — Kerr & McKen

Insurance & Real Estate

Gould & Son — C. Gould

Library

Community Centre

Lumber & Building Supplies

Sangudo Farm Supplies — D. L. Ovans

Meat Market

Mills Meat Market — J. Donahue

Oil Companies (Bulk)

R.A. Oil — Elkhorn & Charbonnet
Imperial Oil — O. Chemsanach
O.P.A. Central Corp — H. Male

Plumbing & Heating

Petropis

Pool Hall

Sam Lento

Postmaster

Norman Thilman

Restaurants & Cafes

Coronation Cafe — J. Mah
Blue Bird Cafe — A. Karpluk

Schools

Elmer Hagburn — Principal

Shoe Repairs & Sales

R. Woidel

Theatre

Community Centre — A. Probst

Tourist Camps

Pembina Valley

Transport Companies

Fertin Transport
Knappe Trucking
Ochsens I. Charbonnet

TOWN OFFICERS

Mayer — C. L. Ovans
Secretary-Treasurer — A. E. Saunders
Councilors — R. Woidel
P. D. Mills
Board of Trade Secretary — Claude Gould

Schuler

SITUATED northeast of Medicine Hat and near the Saskatchewan border is the village of Schuler, population 180, shopping and supply centre for a mixed farming district inhabited by some 850 persons. Schuler depends on the Canadian Pacific Railway branch line for most of its communication needs and local vehicles travel over a gravelled highway in going to and from outside centres. The clay loam farm land, valued at an average \$25 per acre, has long-term yields averaging

Population — 180.

Location — Northeast of Medicine Hat and near Saskatchewan Border.

15 bushels for wheat, 30 bushels for barley and 10 bushels per acre for rye. Dairy cattle are numerous and there are a number of purchased Hereford and Short-horn herds.

Business places in the village include a farm supply and implement agency, garages, two general stores, four elevators with a capacity of 380,000 bushels, a welding firm, two hardware stores, bulk oil suppliers, a cafe and a fuel supplier. The 1955 tax rate was 47 mills.

Schuler has two churches, Lutheran and Roman Catholic, and one public school. The community hall is the centre of many social events and the curling rink is a popular rendez-vous in the winter months. Electricity is supplied by Calgary Power. The RCMP is responsible for policing duties.

Schuler is located in Local Improvement District No. 11.

Schuler Farm Supply & Service

W. D. EBEL, Prop.

Cockshutt Farm Equipment Propene and Electric Appliances - Dealer of Automobile Parts and Service Hardware - Sporting Goods and all Farm Needs
PHONE 4 SCHULER, ALTA.

Schuler Directory

Barber

Peter Schafer

Blacksmith & Welding

Tony Nagel

Churches

R. C. Church Fr. Burns
Lutheran — Rev E. Krause

Dairy

Food Bank

Electrical Appliances Sales & Service

Wm. Ebels

Garages

Schuler Motors — Gen. Kliewes
SCHULER FARM SUPPLY — WM
EBEL

General Merchants

Mark Schuler
Ed. Arman

Grain Companies

Lake of the Wood — Emil Christian
Ogilvie — Don Schalte
Pool — H. Weideman
Pomeroy — Ray Harbison

Hardware Supplies

Empress Lumber — Geo. H. Beck
Service Hardware — Andrew Gehring

Implement Dealers

Cockshutt Schuler Farm Supply &
Service W. EBEL
Murray-Morris-Pomeroy — Gen. Kliewes

Lumber & Building Supplies

Empress Lumber

Oil Companies (Bulk)

Great West Cos. — Hugo Wells
Canadian Oil Co. — Oscar Kiewe

Pool Hall

Pete Schuler

Postmaster

Hugo Wells

Restaurants & Cafes

Joe's Cafe — Joe Schuler

Schools

Public School — R. Kliewe

Wood, Coal, Gas, Etc.

Empress Lumber

For further information contact

MONARCH PUBLISHING CO.

103 LAFLECHE BLDG.
EDMONTON, ALTA.

202 GLENGARRY BLK.
SASKATOON, SASK.

Sedgewick

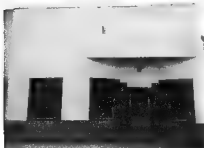
ON the Canadian Pacific Railway line between Edmonton and Winnipeg and some 120 miles southeast of the Alberta capital, the Village of Sedgewick is in a rich mixed farming district which in recent years has come in for its own share of Alberta's oil boom.

Severe, good producing gas wells are located in the district. And oil crews are continuing the exploration for the liquid gold.

The district was first settled in about 1893. The present population of the village is just over 800. It serves a district in which the population is above 2,000.

The train service through the village is first rate. Road transport is also good over an all-weather thoroughfare. Highway No. 12, which runs from Wetaskiwin on the west through to the Saskatchewan border. There are four buses through the village daily, two in each direction.

The village assessment is \$476,600. Residents of Sedgewick pay a conservative 49 mills in taxes.



Purson-McCoy Market, Sedgewick

The village has a sewer service which extends to the entire built-up area. Electricity is supplied by the Calgary Power Company.

Population — 400.
Location — 120 miles southeast of Edmonton.
Highway — No. 12.

The five grain elevators at Sedgewick have a combined storage capacity of 356,000 bushels. They are operated by the Alberta Wheat Pool, United Grain Growers, Searle Grain Company and the Alberta Pacific Grain Company, with the latter having two units.

There is a village police force and also a local volunteer fire brigade.

The educational need of the village and district children are adequately served by a public school and a central high school.

The three churches in the village are United, Anglican and Evangelical.

Sedgewick is in provincial Health Unit No. 10. A district nurse is stationed in the town.

The Sedgewick Community Hall is a centre of activity for the many groups and organizations in the village.

For outdoor amusement and sporting activities there is a golf club and a tennis club. The local fair grounds are well equipped for that annual event in the district and are also put to good use for other outdoor attractions during the remainder of the year.

There are facilities for all the usual winter and summer spectator sports.

A well kept lake resort is located near the town.

The farming land in the district varies from sandy to chocolate clay loam. It is valued at \$35 an acre.

A yield of 25 bushels to the acre is considered average on the basis of long term production. The yield from other crops runs to 65 bushels in oats, 45 bushels in barley and 25 bushels in rye.

A large number of farmers keep purebred stock on their spreads.

Sedgewick is in the Municipal District of Flagstaff. The M.D. Secretary is R. Smith.

Mayor — H. M. Smith.

Secretary-treasurer — A. Danielson.

Board of Trade Secretary — R. B. Cooper.

The Council and Citizens of SEDGEWICK

Welcome All Visitors

BEAIRSTO BROS. Limited

"The House of Quality"

GENERAL MERCHANTS

PHONE 27

SEDGEWICK, ALBERTA



COOPER'S Drug Store

Drugs and Stationery - School Supplies
Kodaks and Supplies - Veterinary Supplies
Fancy China, Etc.

SEDGEWICK, ALBERTA

Murray Motors & Hardware

"Service That Satisfies"

Electric and Gas Appliances
Chrysler-Plymouth Cars and Fargo Trucks
Sales and Service

SEDGEWICK

ALBERTA

PIONEER MEAT MARKET

H. W. SMITH Prop.
Your Frozen Food Centre
Only Quality Meats

SEDGEWICK

ALBERTA



Combining in Southern Alberta

Sedgewick Directory

Auto Body Shop

Sedgewick Motors M. Medaky

Auto Supplies

Ford Motorch Sedgewick Motors
PLYMOUTH-CHRYSLER MURRAY
MOTORS & HARDWARE

Bakery

G. Whitford

Bank

Bank of Montreal

Barber

Mr. H. Rensbough

Beauty Parlour

Mrs. Franc James

Blacksmith & Welding

Mr. K. Hanson

Churches

United Church
Lutheran Church — Rev. L. Knudsen
Evangelic Church

Contractors — General & Building

Carl Christensen
W. Gossayne

Dairy

Northern Alberta Dairy Pool — Grant
Chernan

Doctors

Dr. C. Periva
Dr. M. Urban — Vet.

Druggist

COOPERY DRUG STORE

Electrical Appliances Sales & Service

Sedgewick Electric

Garages

Sedgewick Motors & Electric
Saskton Bros.
Frank Tam
Tailors Service
Sedgewick Service B. D. Nüßlerch

General Merchants

Beasato Bros. Ltd.
Albert's Grocery
Sedgewick Co-op
Cumberland & Son
Pioneer Meat Market — H. W. Smith
Murray Hardware — Kaglek & Roddy

Grain Companies

Alberta Wheat Pool — J. Porter
United Grain Growers — C. Hughes
Alberta Pacific Grain — A. Bradley
Alberta Pacific Grain — A. Carmichael
Beasato Grain Co. — A. M. Nelson

Hardware Supplies

BEASATO BROS. LTD.
MURRAY MOTORS & HARDWARE

Hotels & Motels

Pioneer Hotel — Mr. W. Paslow

Implement Dealers

C.C.I.L. — Mr. E. Beck
Massey Harris-Ferguson — Mr. S. D. Noll
York

Insurance & Real Estate

Shaw & Desnoes
Sedgewick Land & Insurance

Library

Public Library

Locker Service

Mr. H. W. SMITH — PIONEER MEAT
MARKET

Lumber & Building Supplies

Beaver Lumber Co.

Meat Market

PIONEER MEAT MARKET — H. W.
SMITH

Newspaper

Community Press — Mr. Arthur Early

Oil Companies (Bulk)

Imperial Oil W. W. Rowe
Red Head Oil — Beasato Bros.

Photographers

Wall Deffer — Mr. Gilbert Sweeney

Plumbing & Heating

G. Whitford

Pool Hall

Mr. H. Rensbough

Postmaster

Mr. Victor Early

Poultry & Feeds

Alberta Poultry Producers

Radiator Shop

N. Culbert

Restaurants & Cafes

Pordie Wang
Sedgewick Cafe
Clarks Cafe

Schools

Central High School — Mr. C. Hakeney
Public School — Mr. Dave Warkley

Theatre

Community Hall

Transport Companies

Mr. A. E. Rensbough
Mr. Ron Gullerly

TOWN OFFICERS

Mayor — Mr. H. W. Smith
Secretary Treasurer — Alfed Davidson
Commission — Mr. G. H. Taylor
Mr. Arthur Early
Board of Trade Secretary — Mr. R. E.
Cooper

Sexsmith

THE village of Sexsmith in northwest Alberta, lying between Bear Lake and the Smoky River, claims that, considering the size of its district, it is "able to handle more grain than any other point in the British Empire." Its local elevators have a capacity of about 950,000 bushels. There are five companies here. Moreover, Sexsmith is site of the headquarters for the Grande Prairie Co-operative Livestock Marketing Association.

The district patronizing this enterprising northland village has a population of some 1,000 persons engaged in mixed farming. The area served by the village extends .5 miles to the west, 40 miles to the east, five miles to the south and 10 miles north. It is lined with telephone service and many farms are electrified. The main district roads are well constructed and graveled. There is oil exploration activity in the area and the word is that some of the area is very promising oil bearing land. Most farms have modern buildings and generally speaking the country looks prosperous.



Campbell Hardware, Sexsmith

Sexsmith is on No. 2 highway, 300 miles north of the provincial capital. Train service is provided by the Northern Alberta Railway. In all important respects the urban community is modern, having electrical light, natural gas heating and water and sewer system, as well as a volunteer fire force and a local constable.

Assessment of local properties and buildings totalled about \$600,000 in 1955, the tax rate was 56 mills and the debenture debt, incurred for the local sewer and water systems totalled \$111,000. Other services available residents include a maternity hospital and a resident physician.

The enterprising commercial community includes auto dealers and service stations, welding firms, gen-

Population —
Location — 300 miles north-
west of Edmonton.
Highway — No. 2



Sexsmith Separate School

eral stores, hardwares, a locker plant, a drug store, implement agencies, a lumber company, bulk oil stations, a hotel and cafes.

Sexsmith has a large county school, a Catholic Separate school and the Peace River Bible Institute. In addition to the institute there are four religious groups represented here, the Roman Catholic, Anglican, United and Lutheran Churches.

A large hall built by the local Legion branch is the centre of many social activities in Sexsmith. Besides the church organizations, active associations include Elks, Masons and the Catholic Youth Organization. Baseball and curling are the most patronized sports here and for the "young fry" a wading pool was built in the summer of 1955. The district is also a well known hunting area attracting many persons in the fall months.

Mayor — J. M. Campbell

Secretary-treasurer — C. R. Brown

Board of Trade Secretary — James Ramsay



Sexsmith School

Campbell Hardware

J. M. CAMPBELL, Prop.

SHELF AND HEAVY HARDWARE PAINTS AND VARNISHES HUNTERS SUPPLIES
CAR, FIRE AND MAIL INSURANCE

PHONE 61

SEXSMITH, ALBERTA

ECONOMY STORE

NICK and HELEN DEMYTRUK Props
"The Home of Good Food"

SEXSMITH

ALBERTA



Emmanuel Anglican Church, Sexsmith



Sexsmith Garage Co.
STO. AN BROS Props
General Motors Products
Texaco Gas, Oil and Greases
McCormick-Deering Farm Machinery
Phone 20 Sexsmith, Alberta



Sexsmith Memorial Centre



Sexsmith Lutheran Church



Sexsmith Main Street

ERNEST DUCHESNEAU

Electric and Acetylene Welding
Blacksmithing - Drill Bit Service

Phone 66

Sexsmith, Alberta



Res. Phone
32

Mac Perkins Equip.

Prestone Tires, Texaco Gas & Oils
Marloc Lubricants

Box 134

Sexsmith, Alberta

Office Phone
31





IMPERIAL SERVICE STATION

JOHN OPHUS, Prop.

24 HOUR SERVICE

TIRE AND BATTERY SERVICE

PHONE R603

SEXSMITH, ALBERTA



Peace River Meat Co. Sexsmith



Imperial Oil Station Sexsmith

Sexsmith Directory

Auto Body Shop

W. C. Perry

Auto Supplies

CHEVROLET-OLDSMOBILE
SMITH GARAGE CO. SEX
STOJAN
Peel-Mowach - Central Motors - O. A.
Whitton
Mercury-Motor Mac Perkins Equip-
ment - Mac Perkins

Bank

Royal Bank of Canada

Barber

James Walsh

Blacksmith & Welding

Nels Johnson
ERNEST DUCHESNEAL

Book Store

Public Library

Churches

Roman Catholic - Fr. Deler
United Church - Rev. M. Fowler
Anglican Church - Rev. M. Pitt
Lutheran Church - Rev. D. Hanson
Peace River Bible Institute (School) and
Radio Sunday School

Doctor

Dr. J. R. McLean

Druggist

James Drug - R. Dowling

Dry Cleaning

National Cleaners - Mah Hong

Garages

SEXSMITH GARAGE CO. - STOJAN
BRDS
Coward Motors
IMPERIAL SERVICE STATION
JOHN OPHUS
MAC PERKINS EQUIPMENT - MAC
PERKINS
Wm. Shanon & Sons

General Merchants

C. J. Leonard
Sexsmith Supplies Geo. Cameron
ECONOMY STORE NICK DEMY
YRUC
Campbell Hardware - J. M. Campbell
Peace River Meat Co. & Locker Plant -
J. Owen
Ordnor's Store Geo. Gordon
Lennon's General Store Lennor Bros.

Grain Companies

United Grain Growers - J. Lock & B.
Maggart
Alberta Wheat Pool - H. Campbell & E.
Audino
Alberta Pacific Grain M. Griffiths
Canada West Grain P. Draper
National Grain D. Ryndek

Hardware Supplies

CAMPBELL HARDWARE - J. M.
CAMPBELL
Sexsmith Supplies - Geo. Cameron

Hospital

Maternity - J. MacIsaac, Matron

Hotels & Motels

Western Hotel - R. Busch & J. Pordick

Implement Dealers

COCKSMITH - MAC PERKINS
EQUIPMENT MAC PERKINS
L.M.C. STOJAN BROTHERS
John Dore Sexsmith Supplies
Murray Harris-Purman Wm. Shanon
& Sons

Laundry

National Cleaners

Library

Public

Locker Service

PEACE RIVER MEAT COMPANY LTD.

Lumber & Building Supplies

Forster Lumber Company - Wm. Nisick

Meat Market

PEACE RIVER MEAT CO. LTD.

Oil Companies (Bulk)

Imperial Oil - H. Gathwells
H.A. Oil V. O'Reilly
Maple Leaf Oil - Ray Peterson

Plumbing & Heating

J. Whisman

Pool Hall

James Walsh

Postmaster

C. R. Brown

Poultry & Feeds

Seed Cleaning Plant - J. L. Warren

Restaurants & Cafes

Western Cafe - B. Johnson
New England Cafe John Top

Schools

Sexsmith R. L. Dave
Roman Catholic Separate
Peace River Bible Inst. Education with
Religion

Shoe Repairs & Sales

A. La Pointe

TOWN OFFICERS

Mayor - Jack M. Campbell
Secretary-Treasurer - C. E. (Bud) Brown
Councillors - Nick Demgrosch, J. R. (Dick)
McLean

Board of Trade Secretary

21st Murray

PEACE RIVER MEAT CO. LTD.

Quality, Service and Cleanliness

CUSTOM KILLING - CURING and SMOKING - LOCKERS and PROCESSING

Most Up-to-date Locker Plant in the Peace River District

PHONE 21

SEXSMITH, ALBERTA



Spirit River

NEAR the terminus of No. 49 highway, far northwest at Edmonton, is the prosperous town of Spirit River trading and social centre for a large district population of some 2,300, most of whom are engaged in mixed farming. The town itself, home for 865 people, has most of the modern amenities and services and a varied and thriving business community.

The district farm land is black loam, although for the most part the acreage in this area is gray wooded. Broken and is valued at an average \$30 per acre. Long-term grain yields are said to be 17 bushels for wheat 30 bushels for oats 22 bushels for barley and 18 bushels for rye. Large numbers of livestock are kept and about 10 per cent of the cattle here are purebred. There are an estimated 5,000 swine on district farms, 200 sheep and at least 100 head of dairy cattle.



Marshall-Wells Store, Spirit River

Besides No. 49 highway, Spirit River is connected with the rest of the province to the south by the Northern Alberta Railway. Power services and a sewer and water system are found here, as well, as a volunteer fire department, the R.C.M.P. and a town constable. Holy Cross Hospital, operated by Catholic Sisters, and two resident physicians provide health services. There is a public library, too.

In 1955 the town's mill rate was 50 mills, the debenture debt was \$175,313 and the taxable assessment \$673,531. The enterprising business outlets include several auto suppliers, construction and contracting firms, several stores carrying general and special lines of retail goods, firms handling electrical appliances and hard-

Population — 865
Location — Northwest of
Edmonton.
Highway — No. 49.



Spirit River Hotel

were a hotel with 27 fully-modern rooms, a fine meat market, several good implement agencies, a billiard hall, an insurance and real estate agency, bulk oil stations, restaurants, a painter and decorator, fuel dealers and a shoe repair.

There are three churches in Spirit River: Anglican, Roman Catholic, and United. The large public school and St. Marie separate school afford educational opportunities to the young. Spirit River has many active organizations, including the Canadian Legion, Klansmen the Gung Hi and a Glee Club. There are two halls, centres for many social events, owned by the Legion and the local Masonic lodge. Curling and hockey in winter and softball and baseball in the summer are popular past-times.

Spirit River is in the Rural Municipality of Spirit River No. 133. The reeve is George Brownlee and the municipal secretary is T. M. Wright.

Mayer — George Kosowan

Secretary-treasurer — J. M. Fildes

Board of Trade Secretary — B. B. Russell.



Dave Ross Garage, Spirit River

TERNOWAY'S STORE

GROCERIES - DRY GOODS
FOOTWEAR - READY TO WEAR

'Shop around the Corner and Save'

PHONE 24

SPIRIT RIVER, ALBERTA



Pioneer Billiard Ball

TOM A. CLARKE

Engagement and Wedding
Rings a Specialty
Wholesale and Retail Jeweler

Phone 46

Spirit River, Alberta

MARSHALL-WELLS STORE

A Complete Line of Electric Appliances

Marshall-Wells Paints Hardware - Chinaware
Hunting and Fishing Supplies

PHONE 12

SPIRIT RIVER, ALTA.

SPIRIT RIVER HOTEL LTD.

GERDGE KOSOWAN, Mgr.
27 FULLY MODERN ROOMS — MODERN COFFEE SHOP
Fully Licensed
"On the Shortest Route to the Alaska and Hart Highways"

PHONE 18

SPIRIT RIVER, ALBERTA

RELIABLE MEAT MARKET

Roy Knezevich Elmer Fomquist
QUALITY MEATS GARDEN FRESH FRUITS
VEGETABLES GROCERIES

PHONE 28

SPIRIT RIVER, ALBERTA

Spirit River Directory

Auto Body Shop

Central Peace — H. Dakin

Auto Supplies

Chemicals, Automobile Radio & Garage
C. Ratcliffe
DODGE-DESOTO — DAVE ROSS
International Trucks — T. B. Wright

Bank

Royal Bank of Canada J. N. Donaldson

Barber

George Gendry

Beauty Parlor

Mrs. Ellen Weberg

Blacksmith & Welding

W. M. Scott

Churches

United Church — J. D. Chapman
Church of England — F. M. Sanger-Davis
Roman Catholic — C. Kocher

Construction Companies

Park Builders — P. & K. Contractors

Contractors — General & Building

K. Whitmore, W. Mitchell

Dairy

J. S. Collins

Doctors

Dr. F. M. Law
Dr. J. P. Dugard

Druggist

Spirit River Pharmacy

Electrical Appliances Sales & Service

Canadian Utilities Ltd.

Garages

Ratcliffe Garage — C. Ratcliffe
Hillman Service
Maple Leaf Service
D. & D. Service

General Merchants

J. TERNOWAY — TERNOWAY'S

STORE

C. Ratcliffe

The Co-op Store

RELIABLE MEAT MARKET KAY

KNEZEVICH

Grain Companies

United Grain Growers No. 1 — F. Brock
United Grain Growers No. 2 — F. Horn-
land

Alberta Wheat Pool No. 1 — H. Culbert

Alberta Wheat Pool No. 2 — C. Haglund

National Grain Company — J. Weberg

Alberta Pacific Grain Co. — J. K. Mc-
Kenzie

Hardware Supplies

Large Hardware Ltd. W. Lige
SPIRIT RIVER HARDWARE LTD. —
G. KOSOWAN

Hospital

Holy Cross Hospital

Hotels & Motels

SPIRIT RIVER HOTEL — G. KOSOWAN

Implement Dealers

I.M.C. — T. B. Wright
Alfa Chalmers — F. Holmes
Cushman — M. Skopowicko
J. I. Case — C. Ratcliffe
JOHN DEERE — DAVE ROSS
Massey Harris-Progress — Swanton
Implements

Insurance & Real Estate

K. Hudson

Library

Spirit River Public Library

Lumber & Building Supplies

Frontier Lumber Co.

Meat Market

RELIABLE MEAT MARKET — KAY
KNEZEVICH

Newspaper

The Signal — South Peace Publication
Co. Ltd.

Oil Companies (Bulk)

Imperial Oil Co.
S.A. Oil Co.
Maple Leaf Oil

Painters & Decorators

J. Martin

Plumbing & Heating

Spirit River Plumbing & Heating Co. —
P. O'Hara

Pool Hall

PIONEER BILLIARD HALL — T. A.
CLARKE

Postmaster

D. A. Blackie

Restaurants & Cafes

Maple Leaf Cafe Nos. 1 and 2 — T. Mak

Schools

Spirit River School — B. B. Russell

St. Mary Separate School

Shoe Repair & Sales

S. Messiah

Taxi

Heating Taxi
Ed's Taxi — Ed Fomquist

Theatre

Avonlea Theatre

Transport Companies

Central Peace Transport — T. Varat

TOWN OFFICERS

Mayor — George Kosowan
Secretary-Treasurer — J. M. Fildes
Councillors — D. Ross, L. A. Pack, T. B.
Wright, D. A. Blackie, J. R. McKenna,
E. W. Doherty

Board of Trade Secretary

B. B. Russell



DAVE ROSS

JOHN DEERE FARM MACHINERY
DODGE-DESOTO CARS and TRUCKS HART EMERSON GRAIN CLEANERS

The Store of Quality and Service

SPIRIT RIVER, ALBERTA

Phone 29

Box 100



Spruce Grove

LESS than 20 miles west of Edmonton on No. 16 highway is the village of Spruce Grove, home for some 800 persons and business centre for a large farm population estimated to total 2,000. Spruce Grove is ideally situated in other respects, too, being on the Canadian National mainline and receiving Greyhound bus service. Even more important the district farm and mostly black loam, has a high average valuation of \$75 per acre and the long term yields are said to be 30 bushels for wheat, 50 bushels for oats and 30 bushels per acre for barley. Purebred Hereford and Aberdeen Angus herds are kept on a number of farms, as well as Holsteins and other dairy breeds and a few farmers keep Yorkshire pigs.

The village boasts most modern conveniences and facilities. Calgary Power provides electricity, a sewage system is under consideration and natural gas is now provided by North Western Utilities. Local police and fire services are provided. The tax rate is 54 mills, there is no debenture debt and the taxable assessment of village properties and improvements is \$230,000. Business outlets include auto suppliers, a welding concern,

Population — 350.
Location — 30 miles west of Edmonton.
Highway — No. 16.

construction and carpentry trades, a general trucking company, service stations, two general stores, elevators with 200,000 bushels capacity, a hotel, an implement agency, general insurance agency, meat market and two restaurants.

Spruce Grove has a six room school in which nine grades are taught. There are four active religious organizations: Lutheran, Roman Catholic, United Church and C and M Alliance. Here there are such amenities as a community ball park, skating and curling rinks. Active organizations include the Evergreen Hiding Academy, two softball clubs, an Elks lodge and church groups, several 4-H clubs & F.U.A. Local

The village is located in the Rural Municipality of Stony Plain, No. 84. The reeve is John Evers, Stony Plain, and the rural secretary is L. J. Miller, also living at Stony Plain.

Mayor — J. A. Gossett.

Secretary-treasurer — Ted Gamble



McNEILL'S GARAGE
A Complete Service for All Makes of Cars, Trucks and Tractors.
Fishing Tackle - Batteries - Tires
Phone 972-5015 Spruce Grove, Alta.



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A. E. GOEBEL
Lubrication Minor Repairs
Phone 97250-33 Spruce Grove, Alta.

Spruce Grove Directory

Auto Supplies

Ford-Monarch — J. Huber & Sons, Central Garage
MERCURY-MERITOR J. N. McNEILL
McNEILL'S GARAGE

Blacksmith & Welding

Henry Dearing

Churches

Catholic — Fr. Roberts
Lutheran — Rev. M. Haring
Lutheran — Rev. Jacobs
United — Rev. McArthur
C & M Alliance — Rev. Roseland

Contractors — General & Building

Kevin Henning — Plumbing & Shisco
Ted Henning — Plumbing & Shisco
Mohr Carpenter Service — Leonard Mohr
Grove Woodworkers — Jack Ulmer

Electrical Appliances Sales & Service

McLeod Mercantile

Garages

McNEILL'S GARAGE & NORTH STAR SERVICE — J. N. McNEILL
Goebel's Garage — M. M. Goebel
Central Garage — J. Huber & Sons
IMPERIAL SERVICE STATION — A. E. GOEBEL

General Merchants

General Store — D. F. McLeod
McLeod's Store — John McLeod

Grain Companies

Alberta Wheat Pool — T. C. Ernie
United Grain Growers — Pete Pelawa
Searle Grain Co. — M. C. McRae

Hardware Supplies

McLeod Mercantile — Wes. & Harry
McLeod

Hotels & Motels

New Spruce Grove Hotel — M. S. Ritzay

Implement Dealers

Manney-Kay-Ferguson — Wm. & Harry
McLeod

Insurance

Ted Gamble — General Insurance

Lumber & Building Supplies

McLeod Mercantile
Spruce Grove Industries — Gossett & Cobban

Meat Market

Red's Meat Market — Tom Reid

Newspapers

Edmonton Journal
Stony Plain Reporter
Edmonton Sun

Oil Companies (Bulk)

Imperial
Purify 99
British American Oil
North Star

Painters & Decorators

A. P. Baron
Hans Strom

Postmaster

Leo A. Nadon

Poultry & Feeds

Spruce Grove Industries
Edmonton Produce Co.

Restaurants & Cafes

Gerber's Cafe — Gerber's & Locks
Schultz
Motel Cafe — Maggie & Shorty Armstrong

Schools

Primary — Glen Cernichoff, principal
Intermediate & Junior H.S.

Shoe Repairs & Sales

Odo Wilson

Transport Companies

F. C. Schuman — General Trucking

TOWN OFFICERS

Mayor — J. A. Gossett
Secretary-Treasurer — Ted Gamble
Councillors — Wm. McLeod, Asaull Giese

Board of Trade Secretary

Served by Highway 16 West Chamber of Commerce, Ted Gerber's Secretary, Spruce Grove, J. Murray Byers, Pres., Stony Plain

Standard

SHELTERED by the Chinney Hills and not far east of Calgary is the Village of Standard, one which boasts that it uses more paint than any other village of comparable size in Alberta, one reason for the community's reputation for cleanliness. In 1909 Danish-born settlers from the United States came to the district and today a majority of the 248 residents are descendants of these Danish pioneers, as are many of the 600 district residents.

The chocolate loam farm land, valued at \$50 per acre, yields on the average 19 bushels of wheat per acre. As many as 3,000 head of dairy cattle are kept on local farms as well as some 1,000 swine and a few purebred beef cattle.

The village, incorporated in 1922, is on a Canadian Pacific railway line and nine miles distant from No. 1 provincial highway over which Greyhound bus service is available. Standard's water and sewer system was

Population — 248.
Location — 18 miles east of Calgary.
Highway — No. 1

completed recently, electrical energy having been provided as early as 1928 by Calgary Power.

Village debenture debt, incurred for the waterworks and sewage system, totals \$78,000. The tax rate is 44 mills and the taxable assessment \$246,000.

Standard has a Nazareth Lutheran Church, the steeple of which is a well known landmark, a school, a local fire brigade and a park and playgrounds acreage. Prominent organizations include the Fish and Game League, Masonic Lodge, and Knights of Pythias.

The village is situated in the Rural Municipality of Serviceberry, No. 24.

Mayor — Alex L. Christensen

Secretary-Treasurer — F. D. Knowlton



Reliable Motors Standard



Reliable Motors

T. G. FRASER, Prop.

I.H.C. Farm Equipment
G.M. Products

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Jensen's Welding and Blacksmith Shop

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Specialize in Field Welding

STANDARD

ALBERTA

Standard Directory

Auto Supplies

Chrysler-Oldsmobile — Reliable Motors
T. G. FRASER
Ford Merch — Standard Motor Service
Eli Westergaard
Plymouth-Chrysler — Gordon's Service —
Gordon Kroon

Bakery

Standard Bakery

Bank

Royal Bank of Canada

Barber

F. Kroon

Blacksmith & Welding

A. L. JENSEN — Jensen's Welding and
Blacksmith Shop

Church

Nazareth Lutheran Church — Rev. L. A.
Kirkgaard

Contractors — General & Building

D. Svendsen — L. C. Petersen — Axel
Iversen

Doctor

Dr. D. A. Fletcher

Druggist

Dr. D. A. Fletcher

Garages

Standard Motor Service — Eli Westergaard
Gordon's Service — Gordon Kroon
Reliable Motors — T. G. FRASER

General Merchants

Nilsson & Nielsen
H. H. Larsen — Red & White

Grain Companies

United Grain Growers — H. Cunniff
National Grain Co. — Jens Smith
Alberta Pacific Grain Co. — James Mac
and
Pioneer Grain Co. — S. R. Larson
Alberta Wheat Pool — M. E. Dwyer

Hardware Supplies

Nilsson & Nielsen — H. H. Larsen

Hotel & Motel

Riviera Hotel

Implement Dealers

Cochran — Standard Motor Service —
Eli Westergaard
I. H. C. Reliable Motors — T. G.
FRASER
J. I. Case — C. A. Nielsen
John Deere — Jens Smith
Massey-Harris-Ferguson — Gordon Kroon

Insurance & Real Estate

Jens Smith
A. M. Rasmussen

Locker Service

Strathmore Cold Storage

Lumber & Building Supplies

Standard Lumber Co.

Meat Markets

Standard Meat Market
Strathmore Cold Storage

Newspaper

Strathmore Standard

Oil Companies (Bulk)

Imperial Oil Co.
B. A. O.

Painters & Decorators

L. C. Petersen

Pool Hall

Magnus Nielsen

Postmaster

Mrs. Edith McGowan

Restaurants & Cafes

Standard Cafe
Riviera Cafe

Schools

Standard School — Mr. Norman P. Bragg

Shoe Repairs & Sales

Frank Fox

Transport Company

Neven Transport

Town Officials

Mayor — Alex L. Christensen
Secretary-Treasurer — F. D. Knowlton
Councilors — Jens Smith
Axel J. Rasmussen

Stavely

Population --- 250.
Location --- 45 miles south
of Calgary
Highway --- No. 2.

FROM an outpost community made up of a converted railway boxcar and a few shacks at the turn of the century, the Southern Alberta Village of Stavely has developed into the thriving business centre of a stable mixed farming area.

Like many another municipality in this area of the province Stavely owes its early existence to the pioneer cattle ranchers.

The village derives its name from that of the first chairman of the Oxley company. In full the gentleman's title was the Right Honourable Alexander Staveley H.L. QC, PC DCL, JP, DL, Recorder of Banbury, Deputy High Steward of Oxford University Counsel to the Admiralty MP for Coventry.

Although the cattlemen were responsible for the district's early settlement it was the farmers who brought development.

One of the early farming pioneers was Axel Johnson who developed his holdings into one of the most prosperous 540 acre farms in Western Canada.

Stavely was incorporated as a village in 1907 and the legislation stamp was no sooner dry than steps were taken to have it incorporated as a town.

The Stavely of today is a typical western town with a little more to offer than the average small community. The climate is moderate the year round. There is a magnificent view of the majestic Rocky Mountains.

The population is 350. It serves a district in which population is estimated at more than 1,000.

Transportation facilities into the town are excellent. The Calgary-Marleed-Lethbridge line of the Canadian



Stavely High School

Pacific Railway runs through the town. And there is also Highway No. 2, one of the province's main north-south thoroughfares.

The tax rate in the town is 45 mills on an assessment of \$529,200. There is a municipal debt of \$120,000.

The Calgary Power Company has a long term contract to supply electricity to the town and surrounding district. The Western Natural Gas Company Limited has the franchise to supply natural gas to the town.

In the past few years a complete sewer and water system has been installed in the town.

Educational facilities consist of a public school for the primary grades and a new, modern high school with all the latest teaching facilities. The accommodation is sufficient for district as well as town students.

The farming and ranchland property in the district ranges in value up to \$70 an acre. The crop returns over a one period have averaged out to about 25 bushels an acre for wheat. The yield on the other grain crops is given as 30 bushels an acre for oats, 25 bushels for barley and 20 bushels for rye.

The purebred herds of cattle in the district, and there are a fair number, run mainly to Campbells and Herefords.

Stavely is in the Rural Municipality of Willow Creek, No. 26. The R. M. Secretary is A. M. Gibson.

Mayor George Wilks

Secretary-Treasurer --- R. Poose

Board of Trade Secretary Ray McMahon



Slm's Service --- Stavely



SLIM'S SERVICE

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ELECTRIC APPLIANCES
Albert W. Rodgers, prop.

TIRE AND BATTERY SERVICE
AUTO ACCESSORIES
SPORTING GOODS
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Stavely, Alberta



McMAHON'S SERVICE

R. L. McMahon

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STAVELY, ALBERTA



UNION MOTORS

J. I. Case Farm Machinery
Mechanical Service - Welding
U.A. Products

Phone 30

Stavely, Alta.



STAVELY PHARMACY

J. L. Elger, B.Sc.

Phone 25

Stavely, Alberta

Stavely Directory

Accountant

R. C. Hoare

Auto Body Shops

Trilo Sales & Service — F. BEARDSLEY
Union Motors — W. C. NOBLE & SON

Auto Supplies

Best Products — McMahon's Service
E. V. McMahon
Dodge-Delco — Union Motors — W. C. NOBLE & SON
Ford-Merch — Beattie Garage
Mycroft-Chrysler — Trilo Sales & Service — F. Beardsley

Bank of Commerce

Barbers

E. Overland
P. Mubvohli

Blacksmith & Welding

G. Sorenson

Blacksmith & Welding

G. Sorenson

Churches

Letter Day School — L. Harris
Roman Catholic — Father O'Rourke
United Church — Ray De Looze

Construction Company

Norby Builders

Doctor

Dr. Butcher

Druggist

Stavely Pharmacy — J. L. ELGER

Electrical Appliances Sales & Service

Pringle Electric

Garages

Stav's Service — ALBERT RODGERS
McMahon's Service — R. L. McMahon
Union Motors — W. C. NOBLE & SON
Trilo Sales & Service — F. BEARDSLEY
Beattie Garage

General Merchants

Associated Store
Red & White Store
Allen & Bousquet

Grain Companies

Alberta Pacific — D. Schneider
United Grain Growers — R. Townsend
Beattie Grain — S. Norby
Alberta Wheat Pool — L. Harris
Prairie Grain Co. — A. Sundquist

Hardware Supplies

Stavely Hardware
Miller's Hardware

Hotels & Motels

Stavely Hotel
Beattie Cabins

Implement Dealers

J. I. Case — UNION MOTORS
John Deere — Leffern
Massey-Harris-Progress — Stavely Hardware
Oliver — W. L. Jones

Insurance & Real Estate

S. C. HOARE
F. M. Fraser

Jeweller

J. Taylor

Library

Community Library

Locker Service

Stavely Lockers

Lumber & Building Supplies

Beaver Lumber

Meat Markets

Stavely Lockers

Oil Companies

W. L. Jones
Marshall Oil

Painters & Decorators

J. Hughes

Plumbing & Heating

Miller's Hardware

Pool Hall

Crestmore

Postmaster

A. M. Rae

Restaurants & Cafes

Shuffle Coffee Shop
Paris Cafe
Club Cafe

Schools

Stavely School — A. J. Nowak

Shoe Repairs & Sales

Elvisham

Tourist Camps

Beattie Cabins

Wood-Coal-Gas-Etc.

Canadian Western Natural Gas

Town Officers

Mayor — George Willis
Secretary-Treasurer — H. Foote
Councillors — D. L. McMillan
Carl Nelson
Jim Nobis
M. Cochran
G. Otter
A. Rodgers
Board of Trade Secretary — Ray Mc-Mahon

S. C. HOARE

NOTARY PUBLIC — INSURANCE
REAL ESTATE

PHONE 39

STAVELY, ALBERTA

Residence Phone R102

TRIO SALES and SERVICE

F. BEARDSLEY, prop.

Imperial Esso Products
Auto Body Repairs and Painting



Phone 8 Box 108 Stavely, Alberta

Stettler

ONE of the most prosperous and fast-growing towns in central Alberta is the urban centre of Stettler, almost equidistant from Edmonton to the northwest, Calgary to the southwest and the Saskatchewan border to the east. It is 130 miles from the first named, located on No. 12 highway and served by both Canadian National and Canadian Pacific rail lines. Cardinal Coach Lines complete the services provided this very prosperous town just within the southern limits of Alberta's parkland belt and the trading centre for a thriving mixed farming area and the companies developing still expanding oil and gas fields.

In 1903 a native Swiss filed a homestead two miles west of the present town site and Car. Stettler gave his name to the future urban centre. A predominantly Swiss-German settlement grew up almost immediately. W. B. McGillivray was one of those most responsible for early development, serving both as mayor and as a leader of the young business community. Growth was sustained in the town and in the surrounding districts then a period of decline set in which was arrested by the time the Second World War ended. Starting in 1948, the population more than doubled in seven short years, the farm prosperity and the discovery of substantial oil deposits in May, 1949, sparking this phenomenal spurt. The population in mid-1955 exceeded 3,400 and the district population was around 8,000. There is every indication that Stettler will go right on growing.

The sandy loam soil on surrounding farms supports grain growing, cattle breeding and dairying. Average long term grain yields are said to be 20 bushels per acre for wheat, 35 bushels for oats, 25 for barley and 17 for rye. Purebred beef cattle are numerous as are dairy herds. Swine and sheep are also kept in sizeable numbers. In Stettler itself a busy creamery, two egg collecting stations and grain elevators with a capacity of 164,000 bushels are indicative of the prosperous farming industry being carried on outside the ever-widening town limits.

Probably the best index of Stettler's size and economic health is the assessed valuation of its properties. The assessment in 1954 was \$3,679,000, the tax rate was 52 mills and the debenture debt at the end of 1954

Population — 1,000
Location — 130 miles N.E.
of Edmonton
Highway — No. 12.



Apr. 4 - 1956

was \$30,000. The town is modern in every respect — one look at the smart new homes going up in its suburbs is proof of that. The town owns sewage and water systems, electricity is supplied by Canadian Utilities Limited and natural gas is the chief heating fuel. Youthful Pat Chapovan is chief of the volunteer fire department and the RCMP is responsible for police protection. A library is operated by the local IODE chapter. Added to all these and quoting the Alberta government's economic survey of the town, Stettler has "a modern 56-bed municipal hospital, a provincial health unit, and one of the most group practice medical centres in Canada." There are five physicians and surgeons resident here, three dentists and two optometrists. Stettler is also a judicial centre with a court house and an educational centre, having two fine schools and a business college. Spiritual needs are the main concern of seven churches: Anglican, Baptist, Lutheran, Nazarene, Roman Catholic, Seventh Day Adventist and United.

More than the usual number of social organizations are found here. There are several active service clubs, Legion, IODE, Masons, Elks, Odd Fellows, Catholic Women's League, Board of Trade, Red Cross, Fish and Game League, Agricultural and Horticultural Societies, to name a few. Stettler is a sports and recreation minded centre, too, having the very best in facilities and at Buffalo Lake and the Red River nearby, ideal holiday grounds. Golf, curling, skating, hockey and tennis are among the most popular sports.

The business community includes such enterprises as auto suppliers, garages and service stations, three legal firms, building contractors, three drug stores, numerous general and specialty stores, hardware, two hotels and a trailer court, insurance and realty offices, implementation agencies, lumber suppliers, meat markets, a newspaper—The Independent, oil bulk stations, restaurants, two theatres, taxi service and shoe repairers.

The town is in the County of Stettler, No. 6, T. M. Robinson, Stettler is reeve and Lloyd Williams, Stettler, is rural secretary.

Mayor — S. H. Petherbridge
Secretary-Treasurer — D. H. Canadine
Board of Trade Secretary — William Hay



Near Post Office — Stettler



Carlin's Tire Service
Your Dominion Royal Dealer
Vulcanizing New & Used Tires
Wilford Batteries

PHONE 2535 STETTLER



KROEGER BROS.
Massey-Harris-Ferguson Dealers

PHONE 2675

STETTLER ALBERTA

LYNN'S SALES & SERVICE
M. S. LYNN, Prop.
Evenrade Outboard Equipment - Cockshott Machinery
Peterborough Boats and Accessories

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STETTLER



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SUPPORT YOUR CO-OP AND SHARE ITS MANY BENEFITS
CARRYING A FULL LINE OF GROCERIES AND MEATS
LOCKER PLANT HEADQUARTERS

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STETTLE, ALBERTA



Stettler Directory

Accountants

Way Gifford
Lay Gifford

Ambulance Service

Emergency Funeral Home J. Bussan

Auto Body Shops

McTaggart Motors — W. McTaggart

Community Service Garage — S. McMillan

Auto Supplies

Black-Peterson Drury & Robertson

Chvrolet-Oldsmobile McTaggart Motors

DeLage-DeSoto — Filipek Bros.

Ford-Mercury — McAlister Motors —

R. McAlister

International Trucks Crawford & Turner

Mercury-Mercury W. Smith

Plymouth-Chrysler Superior Garage —

J. Smith

Studebaker Community Service Garage

S. McMillan

Bakeries

Starline Bakery — R. Webster

Starline Bakery — Charles Beck

Banks

Royal Bank of Canada D. Broderick

Bank of Nova Scotia — F. Fleming

Trustway Bank — M. Brown

Barbers

Fashion Barber Shop L. McIvor

Quinton's Barber Shop

W. Boyd Barber Shop

Barndowns

Legg & Sloan

D. M. Gardner

J. T. Cottage

Beauty Parlours

Les Beauty Parlour — M. L. Moore

Morgan Beauty Parlour — M. Soren

Loana Beauty Parlour — L. Plowden

Blacksmith and Welding

Otto Fleck & Blacksmith Shop

Art. Gertack's Welding

Bowling Alley

Star Bowling Alley — H. Poon

Chiropractors

Dr. Boer

Dr. Thompson

Dr. Hanes

Churches

United Church A. & Mordue

St. George's Anglican Rev. Oliver

St. Peter's Lutheran Rev. Mahr

Roman Catholic Father E. Balle

Church of Nazareth Rev. Jennings

Spiritual — Rev. Williams

Sabbath Day Adventist

Contractors—General and Building

P. & B. Construction Peterson & Kuntz

Roberts Construction E. & S. Construction

Dairies

Stettler Milk Co. — P. Chapman

Alberta Dairy Pool — Mr. Martin

Dealers

Dr. W. Asper

Dr. P. Wright

Dr. L. Wright

Doctors

Dr. F. Gifford

Dr. E. Snyder

Dr. K. Bradshaw

Druggists

Page Drug Store

Quincy Drug Co.

Dr. H. Middleton

Dr. J. Mahon

Lee & Ellis

Dry Cleaning

O. E. Wilson

Electrical Appliances—Sales and Service

Armstrong Appliances I. Armstrong

Stettler Electric — L. Brodie

Funeral Home

Roberts Funeral Home

Garages

Paints 99 Service

Stettler Garage

Stettler Motors

McTaggart & Motors

Stettler Sales & Service

McAlister Motors — R. McAlister

Modern Machine Shop

General Merchants

Active Supply Store — E. M. Dornand

J. Lawrence & Co. — N. Tomlin

Leon Fashion Shop J. Page

Nels Men's Wear J. Page

Para's Store Mrs. E. Page

Chain's Store R. Crisp

Strive Style Shop Mrs. D. Apple

Duke's Men's Wear Dick Wong

O. R. Wilson — Mrs. O. Wilson

Stettler Co-op Assn. Ltd.

Grain Companies

Patrich & Humberstone — J. Davidson

Alberta Pacific Grain Co. — M. Hogg

Alberta Wheat Pool — T. Adams

Limited Grain Company — F. Shilke

Hardware Supplies

W. W. Arnold D. Arnold

Stettler Hardware — J. Wilson

Stettler Hardware J. Klopfer

Stettler Hardware C. Newton

MacLeod's Limited M. Bjornson

Hospitals

Stettler Municipal Hospital

Stettler General Hospital

Hotels and Motels

Stettler Hotel

Oil Fields Motel

Stettler Motel & Trailer Court Ltd.

Implement Dealers

Alfa Chambers — Filipek Bros.

C.C.L. — S. Kirkwood

Coastline — M. Lynn — Lynn's Sales &

Service

I. H. C. — Crawford & Turner

J. L. Carr G. Twell

John Carr Smith & Sons

Stettler Hardware — C. Newton

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Stettler Hardware — C. Newton

Meat Markets

Stettler Meat Market D. Pearce

Pat's Meat Market — P. Chapman

Protein's Meat Market — J. Shapiro

Stettler Co-op Assn. Ltd.

Newspapers

Stettler Independent — C. With

Oil Companies (Bulk)

Imperial Oil — K. Street

B. A. Oil — Odell & Leffery

North Star Oil — W. Klopfer

York Oil Co.

Great West Distributors Cameron &

Robertson

UFA Co-op

Anglo American Exploration

Optometrists

Robert Helman

W. Helman

Painters and Decorators

J. Dapson

S. Hunt

G. Hunt

Photographers

Stettler Studio — W. Pratt

Plumbing & Heating

C. L. Arnold

C. V. Richardson

Pool Hall

Stettler Billards

Postmaster

Mr. James McQuarrie

Poultry & Feeds

Patrich & Humberstone

Stettler Hardware

Restaurants & Cafes

Club Cafe

Stettler Hotel

Stettler Hotel

Stettler Hotel

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Phone 2110

R. McAlister, Prop.

STETTLE, ALBERTA



Stony Plain

Population — 1,100
Location — 36 miles west
of Edmonton
Highway — No. 16

THE Town of Stony Plain is located along the main line of the Canadian National Railways transcontinental route in the heart of the fast industrializing area surrounding the booming capital of the province of Alberta.

In a direct line west it is about 30 miles from Edmonton to the town.

The population of Stony Plain has now reached the 1,000 mark and bids fair to keep rising. The number of homes is 354, just adequate and no more for the present population. New building is proceeding quickly.

Road transport into the town is also quite good. The townsite is just south of provincial Highway No. 16, one of the province's main east-west thoroughfares.

Grayhound buses operate a daily schedule along Highway No. 16 and make pickups at Stony Plain.

The tax rate of the town is an even 50 mills. The municipal assessment is \$1,200,000.

The Calgary Power Company supplies electricity to the town and surrounding district. There are municipally owned sewer and water services to all the built-up area and the system continues to expand with the town.



major Byers Drugs — Stony Plain

A natural gas distribution system has been approved by the town fathers and is to be installed this year (1956).

The five grain elevators in the town have a storage capacity of 900,000 bushels. They are operated by the Alberta Wheat Pool, Alberta Pacific Grain Company, United Grain Growers, Searle Grain Company and Pioneer Grain Company.

There are municipal police and fire departments in the town.

Educational facilities consist of nine rooms in which Grades 1 to 9 are taught, and an eight-room high school.

For the sports minded there are numerous activities. There is a Community Ball Park where either softball or baseball may be played. The local Kimmen have set up a playground for the children. There are skating and



St. Matthew's Lutheran Church — Stony Plain

curling rinks for the winter sports enthusiasts. The town has a hockey team and a baseball team which give local fans plenty to cheer about.

There are four churches in the town. They are St. Matthew's Lutheran Church (Missouri Synod), Good Shepherd Church (Lutheran), Manitoba Synod, the United Church and the Roman Catholic Church.

The very rich farming district which surrounds the town is mainly of the fertile black loam soil. The land is valued at \$80 an acre, and sellers are few and far between.

Grain yields indicate the prosperity of the district. Based on observations over a number of years, the yield in wheat averages up to 40 bushels an acre. In the other grains, yields run to 60 bushels an acre for oats, 40 bushels for barley and 25 bushels for rye.

There are a good number of purebred herds among livestock in the district. The beef cattle fanciers seem to favor Hereford and Aberdeen Angus.

Those who raise swine stick mainly to the Yorkshire breed.

There are also a fair percentage of purebreds, mainly Holsteins, among the dairy stock.

Stony Plain is in the Rural Municipality of Stony Plain, No. 84. The R. M. Secretary is L. J. Miller.

Mayor — J. H. Kulak

Secretary-Treasurer — T. Wudel

Board of Trade Secretary — J. Murray Byers



The Stony Plain Hotel

ALBERTA DIRECTORY

BYERS
Drugs

Prescriptions, Veterinary
Supplies, Stationery, Cosmetics,
Confectionery, Greeting Cards
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Stony Plain, Alberta

Stony Plain Hotel Ltd.

ANDY EL SHER, Prop.

22 STEAM HEATED COMFORTABLE ROOMS
HOT AND COLD RUNNING WATER FULLY LICENSED

PHONE 248

STONY PLAIN, ALBERTA

Stony Plain Directory

Accountant

W. S. Compton

Auto Body Shop

Bark & Ustrowski
Pulisher — Jones Motors
Miller Motors
J. Mayer & Sons Ltd.
Norman Motors

Auto Supplies

Chevrolet-Goldmobile J. Mayer & Sons Ltd.
Dodge-Delco Norman Motors
Ford-Monarch-Pontiac — Jones Motors
International Trucks — Bark & Ustrowski
Plymouth-Chrysler — Miller Motors

Bakery

Stony Plain Bakery — Philip Lutz

Bank

Canadian Bank of Commerce — A. G. Baker

Barbers

Steve Skewd
Wm. Kotschensky

Beauty Parlours

Steve's Beauty Parlor

Blacksmith & Welding

John George Blacksmith & Welding

Churches

St. Matthew's Lutheran Church — Miss
Irene Sykes — Rev. A. Gehring
Good Shepherd Church (Lutheran) — Miss
Irene Sykes — Rev. Haring
United Church — Rev. L. W. McArthur
Catholic Church — Father Robert

Contractors — General & Building

Felix Koor

Doctors

Dr. E. R. Haynes & Dr. Nicholson

Druggists

Beverly Dine J. MURRAY DYERS

Dry Cleaning

Stony Plain Cleaners

Electrical Appliances Sales & Service

Trapp Queen Electric
E. Lutz Electric

Garages

Bark & Ustrowski
Nicholas & Jones Motors
Norman Motors
J. Mayer & Sons Ltd.
Miller Motors
A's Service Station

General Merchants

D & V Service Store
Commissioners Cash Store
Famous Meat Market
Stony Plain General Store
Red & White Store

Grain Companies

Alberta Wheat Pool Elevator Frank
Kraus
Alberta Pacific Grain Co. L. B. Arndt
United Grain Growers R. F. Kellogg
Sawley Grain Co. — Mac Griffin
Forsyth Grain Co. — R. C. Scholten

Hardware Supplies

Marshall Wells Stores
O. Oppenheimer & Sons Ltd.
Carl Praeger Hardware

Hotels & Motels

Stony Plain Hotel Ltd. — ANDY EL
SHER

Insurance & Real Estate

T. Wedel
G. Oppenheimer
J. H. Kruke

Implement Dealers

I.H.C. — Bark & Ustrowski
J. J. Case — John George
John Deere — A. E. Michael & Son
Honey-Morris-Pontiac J. Mayer &
Sons Ltd.

Jeweller

Mike Kereks

Laundry

Stony Plain Cleaners

Library

Stony Plain Leading Library

Locker Service

Stony Plain Co-operative Cold Storage &
Locker Plant

Lumber & Building Supplies

Armstrong Lumber Co.
Tom Rosenberger

Meat Markets

Farmers Meat Market
Stony Plain Co-operative Cold Storage &
Locker Plant A/S

Newspaper

Stony Plain Reporter

Oil Companies (Bulk)

Imperial Oil Ltd.

Plumbing & Heating

Fred Simehoff

Pool Hall

Paul Duffin, John Harris

Postmaster

J. P. Miller

Poultry & Feeds

Albion Poultry Producers Ltd.

Restaurants & Cafes

Wings Cafe
Stony Plain Coffee Shop
Ed's Lunch
Harry's Coffee Bar

Schools

Stony Plain Memorial High School —
Fred Taylor

Stony Plain Elementary School — F.
Thompson

St. Matthew's Lutheran School — Rev.
A. Gehring

Shoe Repairs & Sales

Victor Hochstetler

Tailors

Tip Tailors

Commissioners Cash Store

Theaters

Cosmo Theaters Ltd.

Transport Companies

Stony Plain Transfer

Wood-Coal-Gas-Etc.

Armstrong Lumber Co.

Town Officials

Mayor — J. H. Kruke
Secretary-Treasurer — T. Wedel

Councillors — John L. Armstrong
S. J. Corliarow

E. H. Mayer
Fred Taylor

John Ustrowski
August Zute

Chamber of Commerce — J. Murray Diers



Peter Bannock of the Duffield Indian Reserve
located 18 miles west of Stony Plain

Strathmore

THIRTY miles directly east of Calgary on Highway No. 1, the Trans-Canada super road, is the Town of Strathmore. It was incorporated as a town in 1911 about the time the district was past the throes of converting from a strictly ranching area to the productive mixed farming centre which it is today.

The present population of the town is well over the 700 mark. There are 200 fully modern homes within the town limits.

In addition to its excellent location for highway facilities, the town is also situated on the main transcontinental line of the Canadian Pacific Railway. That means first class daily passenger and freight service.

The highway gives the town excellent road freighting services by the numerous transport companies and Greyhound Bus Lines operate its main east-west Canadian schedule through the town.

The Calgary Power Company has the franchise to supply electricity to the town. There are municipally owned sewer and water services.

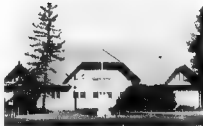
The two grain elevators in the town have a combined storage capacity of 120,000 bushels. They are operated by the Alberta Wheat Pool and by the Alberta Pacific Grain Company.

The Royal Canadian Mounted Police provide protection of persons and property in the town and surrounding district. There is a well equipped volunteer fire brigade and the water system has hydrants located at strategic points for fighting fires.

Educational facilities are adequately provided at the modern Samuel Crowther School where Grade 1 to 12 are taught.

The three churches in the town are Anglican, United and Roman Catholic.

Population — 700.
Location — 30 miles east of Calgary
Highway — No. 1.



Strathmore Memorial Hall

The more active social, cultural, service and fraternal organizations in the town are the Lions, Masons, Knights of Columbus, Canadian Legion and Women's Auxiliaries.

Baseball, hockey and curling are the favorite sports and there are excellent facilities for the devotees of each.

The Strathmore Memorial Hall and the Armouries provide facilities for indoor activities of a cultural and social nature.

The land around the community has long been recognized as one of the provinces better mixed farming areas. It runs from mixed sand to clay.

The poorer land may be bought for from \$30 to \$40 an acre, with good land bringing between \$50 and \$70 an acre.

The grain yields of the district over a long period have averaged out to 18.6 bushels an acre in wheat, 32 bushels an acre for oats, 27 bushels an acre for barley and 18 bushels an acre for rye.

The cattle population of the district is estimated at 100,000 head. There are some herds of purebred. Estimates breakdown the purebred cattle population to 300 head of Shorthorn, about 500 head of Hereford and some 50 Aberdeen Angus.

Swine are also raised extensively, with some 30,000 of the animals being marketed out of the district annually. There are a less number of sheep raised.

Many of the farmers also keep dairy herds. There are about 2,500 dairy animals in the district.

Strathmore is in the Rural Municipality of Wheatland, No. 40. The R. M. Secretary is William Thompson.

Mayor — E. L. Gray

Secretary-Treasurer — L. Hill



Samuel Crowther School Strathmore

THOS. E. WRIGHT

MEN'S BETTER WEAR

Founded 1909

STRATHMORE

ALBERTA



CENTRAL ELECTRIC

H. E. HAMILTON

TV Radio Appliances

"Service to Back the Sale"

Phone 48

Strathmore, Alta.

STRATHMORE HOTEL

F. R. Zbryski prop.
15 ROOMS - COMFORTABLE FULLY MODERN LUNCH COUNTER
FULLY LICENSED PREMISES
"Best Town East of Calgary"

MODERN FACILITIES

PHONE 64

STRATHMORE, ALBERTA



Hotel Strathmore



Scott's Service - Strathmore

Strathmore Directory

Auto Body Shop

Strathmore Auto Body Works - Bert Fausst

Auto Supplies

Roch/Randall - SCOTT'S SERVICE
Corcoran-Gibberd - Strathmore Motors
Dexter DeBole - Modern Motors
Ford-McNish - Modern & Service
International Trucks - Machine Service
K. A. Baldwin
Plymouth-Chrysler - Strathmore Sales & Service - A. Quintin

Bank

Royal Bank of Canada

Barber

W. L. Woodliffe

Beauty Parlour

J. Dunn

Blacksmith & Welding

J. Ellis

Bowling Alley

Strathmore Pool Hall

Churches

Anglican - P. R. Penney
United Church of Canada - H. P. H.
Roman Catholic - J. T. Gibbons

Doctor

J. W. Giffen

Druggists

Small Drug Store - J. E. Patterson
E. F. Thurston

Electrical Appliances Sales & Service

CENTRAL ELECTRIC - H. E. Hamilton

Garages

Plymouth-Road Service
SCOTT'S SERVICE STATION - Scott
Brothers
Baldwin & Son

Garages - (cont.)

Modern Motors - L. Hoyer
Strathmore Motors - M. Jones
Strathmore Sales & Service - A. Quintin
Godfrey, Service
Hanson's Service Station - Chris Hanson

General Merchants

MEN'S WEAR - T. E. Wright
Coop Stores
Strathmore Food Centre
Tomlin's Groceries - T. Oldham

Grain Companies

Alberta Pacific Grain Co. - A. N. Colford
Alberta Pool - V. Washburn

Hardware Supplies

Crown Lumber Co. - A. Duncan
Strathmore Hardware - Ma. Nadeau

Hotels & Motels

King Edward Hotel - J. Vermynt
STRATHMORE HOTEL - F. Zbryski

Implement Dealers

Cochran - Strathmore Sales and Service
I. H. C. Quinlan
I. H. C. Machine Service
J. J. Case - Modern Motors
John Dwyer - Strathmore Motors
Mater-Harris-Ferguson - H. A. Rhodes
Minneapolis-Moline - H. Jones

Insurance

Caldwell Agencies - H. Caldwell
Robison Agencies - J. G. Robison

Library

Sutton-Crother School

Locker Service

Strathmore Cold Storage Lockers - W. Jones

Lumber & Building Supplies

Crown Lumber - A. Duncan
Hanson Lumber Yard - Chris Hanson

Meat Markets

Robert's Meat Market - L. A. Roberts
Tommy's Meats - T. Oldham

Newspaper

Strathmore Standard - H. P. MacLean

Oil Companies (Bulk)

Imperial Oil - Robson Brothers
H. A. Gu - H. W. Rhodes
Anglo-American - Godfrey Brothers

Painters & Decorators

J. Swenson
J. McCune

Pool Hall

W. L. Woodliffe

Postmaster

D. R. Morton

Restaurants & Cafes

King Edward Grill - M. Bourgeois
Vermynt's Hot - J. Vermynt
STRATHMORE HOTEL RESTAURANT
Jacqueline's Restaurant

School

Sutton-Crother School

Shoe Repairs & Sales

Strathmore Shoe Repair

Theatre

Joyland Theatre - L. A. Larson

Transport Companies

Strathmore Cartage & Freddie's Transport

Volcanizing

Modern Motors

Town Officials

Mayor - E. L. Gray
Secretary Treasurer - L. Mac
Commissioner - L. A. Larson
W. E. McNeil
A. Case
A. K. Thompson
P. Hinton
A. Kiebler



SCOTT'S SERVICE

SCOTT BROS. Prop.

Pontiac Buick G.M.C. Trucks - Texaco Products Sales & Service
Firestone Tires - Propane Gas and Appliances
Located on Trans-Canada Highway

PHONE 223

STRATHMORE, ALBERTA



Strome

A PIONEER Swedish family who settled in central Alberta, just about the turn of the century eventually gave their family name to the Village of Strome. The first post office in the district was known as Knolton, but Strome was the name adopted when the Canadian Pacific Railway survey of a village was undertaken in 1905-06.

The first train entered the new community in the fall of 1906 after completion of the line between Hardisty and Wetaskiwin.

Among other old-time residents of the district besides the Strome family were J. W. Heric, one of the first local merchants, W. T. Phipps and J. G. Fierengarten who had the first hardware in the village. J. R. Pointer, W. Geir and G. J. Cook.

Incorporation of the village came in 1907. The arrival of the railway brought settlers in large numbers. They developed the surrounding district into a prosperous mixed farming area.

The village has been plagued over a long term period by a number of disastrous fires which wiped out many of the original business establishments along the main street. Some of them were not rebuilt.

The present population of the village is just over 280. The district population who make Strome their trading and business headquarters is estimated at more than 2,000.

Rail transportation into the village is provided as indicated above by Canadian Pacific Railway's trains. Provincial Highway No. 13 also runs through the village providing an all-weather road link with surrounding communities.

Sunburst Bus Lines have a daily schedule through Strome.

The total assessment of the village is around \$276,000. The tax rate totals 45 mills. There is a conservative municipal debt of \$500.

Electrical power for Strome and district is provided under franchise by the Calgary Power Company.

The village has five grain elevators with a combined storage capacity of 334,000 bushels. They are operated by the Alberta Wheat Pool, Alberta Pacific Grain Company, Pioneer Grain Company, Sterling Flour Mill and United Grain Growers.

In 1953 a co-operative seed cleaning plant was erected in the village and through the spring months this plant operates 24-hours a day.

COMPLIMENTS OF Strome and District Board of Trade

CATHOLIC WOMEN'S LEAGUE
JUNIOR LADIES' AID
SENIOR LADIES' AID
HOSPITAL AID
RED CROSS SOCIETY
WOMEN'S INSTITUTE and JUNIOR GIRLS
STROME LEGION
4-H CLUBS

Population — 300.
Location — 28 miles east
of Camrose.
Highway — No. 13.



Reaping the seed around Strome in 1922

The Sterling Flour Mills also have a flour mill plant in the village. The plant is not operating at the present time, but it is a long system type mill capable of producing the best grade flour. However, the plant's feed department continues to do a rushing business grinding and mixing feeds.

Royal Canadian Mounted Police from the Hardisty detachment provide protection of persons and property in the village. There is a local volunteer fire brigade.

The educational facilities consist of a public school in which Grades 1 to 9 are taught.

The Canadian Legion, Women's Institute, Ladies Aid, Catholic Women's League, 4H Grain Club, Sewing Club and Board of Trade are among the more active local organizations.

For the sports minded there is a Community Playground with facilities for both young and old.

The Strome Memorial Hall is available for use by any of these organizations and is a centre of community affairs.

There are three churches in the village. They are St. Paul's United Church, Our Lady of Fatima Roman Catholic Church and Strome Baptist Church.

Thirty-five dollars an acre is the value placed on the rich clay loam land of the farming district.

It yields an average of 18 bushels to the acre in wheat, 32 bushels in oats, 24 bushels in barley and 12 bushels when sown to rye.

The purebred cattle population of the district is estimated at 650 head. There are said to be about 5,000 swine kept on local farms and about 200 head of sheep. The dairy industry is said to include about 1,000 head of cattle on local farms.

Strome is in the Rural Municipality of Flagstaff, No. 62. R. M. Secretary is Russell Smith.

Mayor — J. E. Auburn

Secretary-Treasurer — J. A. Butler

Board of Trade Secretary — R. J. O'Neil



LOESCH'S SERVICE

GORDON LOESCH, Prop.

On Highway No. 13

STROME

ALBERTA

THE COUNCIL AND CITIZENS OF

STROME

WISH TO SALUTE THE PIONEERS AND NEWCOMERS OF THE DISTRICT



A Sports Day in Strome — 1912

TOWN COUNCIL AND
CITIZENS OF

STROME

WELCOME ALL VISITORS



CARRUTHERS GARAGE

MASSEY HARRIS FERGUSON SALES and SERVICE

GOODYEAR TIRES

PROPANE GAS APPLIANCES

TELEPHONE 10

STROME, ALBERTA



Strome Directory

Auto Supplies

PLYMOUTH-CHRYSLER — CARRE-
TIER'S GARAGE W. J. Carruthers

Bank

Bank of Montreal — V. J. Harvey, mgr.

Churches

St. Paul's United Church — Rev. B. Rich-
ards
Our Lady of Fatima Catholic Church
Rev. Father McCarthy
Roman Baptist Church — Miss Hall &
Miss Malcom

Construction Companies

Curtis Construction Co.

Contractors — General & Building

Sig Johnson

Transport Companies

W. J. Wankus Drying & Cartage
I. K. Morgan General Trucking
J. A. Gordon Truck Service

Druggists

Variety Store — J. Porter

Garages

LOUGH'S SERVICE — G. Lough
McMillan Service Don McKillop
CARRUTHERS GARAGE W. J. Car-
ruthers
F. M. Garage — K. McDougall & F. Mc-
David
Brown Motors — J. W. Frederick

General Merchants

STROME CO-OP ASS'N LTD. — R. E.
Johnson, mgr.
JOHNSON'S GROCERY — M. A. John-
son, Mgr.

Grain Companies

Alberta Wheat Pool — D. Wiseman
Alberta Pacific Grain Co. — E. Hauer
Pioneer Grain Co. — R. J. O'Neill
Sterling Flour Mills — P. E. Coates
United Grain Growers — C. Robbins

Hardware Supplies

Atlas Lumber Co. Ltd. — A. Muckleton
Sears Hardware — E. Knox, mgr.

Hotels & Motels

Selkirk Hotel — M. Oudrew, mgr.

Insurance & Real Estate

G. G. Snow

Implement Dealers

Coastal — J. Healy
John Deere — J. W. Frederick
MASSEY HARRIS-FERGUSON — W. J.
Carruthers

Locker Service

Strome Lockers — J. Beere, mgr.

Lumber & Building Supplies

Atlas Lumber Co. & Sears Hardware

Meat Market

Strome Meat Market — J. Beere, mgr.

Oil Companies (Bulk)

Canadian Oil Co. — G. Lough
British American Oil Co. — H. V. Phipps
U.F.A. CENTRAL CO-OP — R. E. John-
son

Painters & Decorators

Sig Johnson

Pool Hall

Strome Pool Hall — F. Gaudin, mgr.

Postmaster

J. A. Thibault

Poultry & Feeds

Alberta Poultry Producers Ltd. — P. Ellis-
cher
Sterling Flour Mills — P. Stankus

Restaurants & Cafes

Bob Inn Cafe — Mrs. J. W. Watkins
Selkirk Hotel Cafe — Mrs. M. Oudrew

School

Strome Public School — W. Johnson

Town Officers

Mayor — J. E. Auburn
Secretary-Treasurer — J. A. Bullock
Councillors — E. M. McDougall — P. E.
Stankus
Board of Trade Secretary — R. J. O'Neill

JOHNSON'S GROCERY

Groceries — Dry Goods — Stephen's Points

Best for Less in Quality Foods

PHONE 2

STROME, ALBERTA



Strome Co-operative Association Ltd.

Your Co-op Store for Quality and Service

PHONE 5

STROME, ALBERTA

Taber

IN one of the highly developed irrigation areas of Southern Alberta, the Town of Taber is the industrial centre of a mixed farming district which produces varied crops.

Population of the thriving centre is close to the 4,000 mark. Taber is situated on the Canadian Pacific Railway line between Medicine Hat and Lethbridge in a sector of the province which enjoys an extremely temperate climate much suited to the agriculture which has brought prosperity to its residents.

One of the province's main thoroughfares, Highway No. 3 runs through the town. There is daily bus service to other nearby centres.

The total assessment for the town in 1955 was \$8,455.010. The total tax rate was 51 mills, which breaks down to 13 mills for municipal purposes, 33 mills for public schools and six mills for the municipal hospital.



Jameson & Shaw Garage "Taber"

The Calgary Power Company provides electricity for the town and surrounding district. The town is also supplied with natural gas.

There is a complete sewer and water system, with a modern sewage disposal plant owned by the municipality. A new post office building was erected in the town in 1935 at a cost of \$150,000.

Education facilities consist of four primary public schools and a high school. There are 61 teachers on the staffs of the five institutions.

The three factories which provide employment for many of the residents are well kept, impressive looking plants which are a credit to the town.

The Taber Municipal Hospital is another landmark in the community.

The end of the farming district runs from clay in Taber and areas to the south, to sand in areas north of the town.

The average price of farming land in the dry land areas where the majority of the grain crops are produced is \$60 an acre. However, in the irrigated sections where the main best crops are drawn from the value of land jumps to \$300 an acre.

Population — 4,000.
Location — 40 miles east
of Lethbridge.
Highway — No. 3.



Esso Motors "Taber"

The average yields in the grain areas run to 35 bushels an acre for wheat, 50 bushels an acre for oats, 60 bushels for barley and 30 bushels for rye.

The average yield for sugar beets is 18 tons to the acre.

In addition to the crop growing efforts, a number of local farmers have in recent years been giving increasing attention to stock raising, and there is a definite trend to purchase herds.

Dairy cattle are also kept, and on a number of farms swine and sheep are raised.

Taber is in the Rural Municipality of Taber, No. 14. The R. M. Secretary is Douglas Francis.

Mayor — C. C. Cook

Secretary-Treasurer — H. E. Ellis.

Chamber of Commerce Secretary — Harry Hart.



Long and Long business in Taber

HUGH M. NICOL

ALL CLASSES OF INSURANCE
REAL ESTATE

PHONE 2505

TABER, ALBERTA

Over 41 Years of Dependable Service

LONG and LONG

Real Estate and all Branches of Insurance
Notary Public

PHONE 2435

TABER, ALBERTA



Irrigation Motors Ltd.

D. F. BUCHANAN Mgr.
Mercury - Lincoln Motor
Sales and Service

PHONE 2331

TABER, ALTA.



Jamieson and Strain

International Motor Trucks
Refrigeration and Farm Equipment

P.O. Box 2155, Taber, Alta. Phone 2362

Taber Directory

Accountant

George Savage

Ambulance Service

George Humphreys

Auto Body Shops

Taber Auto Body Shop — R. Evanson & S. Chisholm
Modern Auto Body Shop — George Newman

W. McDonald & Sons — W. McDonald

Auto Supplies

Barth-Pontiac Pontiac's Garage Ltd.
M. B. Perdue
Chrysler-Oldsmobile Parker Motors — Albert Parker
Chevrolet-Dodge — Haystack Motors Ltd. — W. E. Hackett
Ford-Mercury — Superior Motors — Syd Nelson
International Trucks Jamieson & Strain
S. Strain & C. Jamieson
Marion Motors — Irrigation Motors Ltd. — E. Buchanan
Pontiac-Corvair — W. McDonald & Sons — W. McDonald

Bakeries

Taber Bakery J. Brown
Hend's Bakery O. Blund

Banks

Canadian Bank of Commerce — J. H. H. Shaw
Bank of Montreal J. Barr
Bank of Nova Scotia A. K. Dixon

Barbers

Central Barber — Lyndah Bros.
M. J. Jenson F. Kestner
L. Fisher C. Huse

Barriers & Scaffolds

Y. Polychuk

Beauty Parlours

Marvella Beauty Studio
Alice Wilmore
Nifty Beauty Studio B. Anderson
Modern Beauty Studio — D. Noble
Serena's Beauty Studio — Mrs. R. Sullivan

Blacksmith & Welding

W. Jensen's Welding
M. Borge Welding
F. Lane Welding
Central Welding — Frank Hattori

Book Store

John's News Stand

Bowling Alley

King Pin Alley — Ide Hector

Chiropractors

Dr. R. D. Gaiser

Churches

Church of Jesus Christ of Latter Day Saints 1st Ward Bishop Ray E. Kowalec
2nd Ward Bishop Joan E. Harris
Methodist Conference — D. E. Nickel
Lutheran Church Lyman E. Jones
Canadian Reformed M. Dumbach
Catholic Church Rev. C. J. Lyons
Church of Christ — J. M. Phillips
United Church — Geo. D. Young
St. Theodore Anglican Church — T. B. Buchanan
First Evangelical Church L. W. Farnham
Kingdom Hall — E. Henry
Good Hope — J. Fisher
Construction Companies
W. Turchak, J. Turchak, J. C. Malby
Contractors — General & Building
S. Roodbough
B. R. B. Builders (A. Heston & J. Heston)
R. Bell
R. Perlin
Paccon Excavating (N. Semchuk)

Dairy

Purity Dairy

R. D. Lohr
Dr. G. J. Johnson

Doctors

Chapfield
Dick
Dulles
Eman

Druggists

Central Drug M. Valentine
Taber Drug C. Johnson

Dry Cleaning

Taber Cleaners V. Lowry
Superior Cleaners J. Van Ham

Electrical Appliances Sales & Service

Parker Electric — Horace Parker
Campbell Electric Peter Campbell

Funeral Home

Humphreys Funeral Home — G. H. Humphreys

Garages

Central Service O. & L. Hildebrand
Hi-Way Service G. MacEwan
Lodge Child Service W. E. Asmus
Mercury Super Service — W. H. Heston
Economy Supply — W. Turchak
Modern Auto Body Shop George Newman
Parker Motors A. Parker
W. McDonald & Sons W. McDonald
N. E. Perdue Ltd. — W. E. Hackett
Haystack Motors Ltd. — E. Buchanan
Superior Motors — S. Nelson
Jamieson & Strain — C. Jamieson & Y. Strain
Taber Auto Body Shop R. Evanson & S. Chisholm
Stair's Tire Shop S. Hartman
Irrigation Motors Ltd. — D. F. Buchanan

General Merchants

R.C.A. Store H. Bartram
Campbell Electric
Cable Shop
Winter's Flower Shop
Fong Bros. Grocery
Bodie's Clothing
Lena's Majestic Food Store
Hendrick's Hobby Shop
Victoria's Dry Goods
So to It Store
Anderson's — clothing
Taber Furniture
Jensen's
David's Style Shoppe
Taber Jr. Grocery
Taber Frozen Foods Walkrite Shoes
The Designer
Falls Grocery
J. K. Huse
Garry's Cafe
Hi-Way Grocery
Fong's Grocery
Taber Jr. Grocery
Walkrite Shoes

Grain Companies

Alberta Wheat Pool — A. J. Skene
Alberta Pacific Grain — R. Kestner
United Grain Growers — F. Lindquist
Pioneer Grain Co. H. French

Hardware Supplies

MacLeod's Hardware
Anderson Hardware
Bauer Hardware
Stewart's Hardware

Hospital

Taber Municipal Hospital Dist. No. 5

Hotels & Motels

Royal North
Palace Hotel
Taber Chalets
Modern Cabins

Implement Dealers

Atlas Chalmers Midway Farm Supplies
C.E.L. Southern Alberta Co-op
Cushman J. L. Shaver
H.C. — Jewett & Swain
J. I. Case — M. E. Perdue Ltd.
John Deere — W. McDonald & Sons
Massey-Harris
McCormick-Deering — N. E. Perdue Ltd.

Insurance & Real Estate

Long & Long
Hugh Macle
George Savage
Jeweller
Kimbrough
Macmillan

Laundry

Julia Laundry
Sig. Lee Laundry

Library

Taber Public Library

Locker Service

Taber Frozen Foods

Lumber & Building Supplies

Beaver Lumber
Atlas Lumber
Chalmers Lumber

Meat Markets

Taber Frozen Foods
Taber Meat Market
Jensen's

Newspaper

Taber Times

Oil Companies (Bulk)

Imperial Oil
B. A. Oil
North Star — N. E. Perdue

Optometrist

N. B. Davis

Painters & Decorators

W. Krumpholtz
Fred Neill
Johnson & Edwards
J. Shuter

Photographer

Leeder Studio

Plumbing & Heating

Taber Plumbing
Gert's Plumbing
Joe Ziesler

Pool Hall

Porter Billards
Karnas Billards

Postmaster

N. M. Loebe

Poultry & Feeds

Taber Feed Store
Gordon's Electric Machines

Restaurants & Cafes

Shogabo Cafe Rex Coffee Shop
Carnegie Cafe Palace Cafe
Fong Bros. Taber Caterers Ltd.
King Joe Restaurant

Schools

Central & Dorn School — W. Hendrickson
High School — H. B. Myers
Dr. Heston's School J. M. Black
South Side School

Shoe Repairs & Sales

Fred Ponik A. Perlin
J. Heston Walkrite Shoe Store

Taxi

Taber Taxi — Bruce Fitch
Central Taxi — Geo. Greig

Theatres

Two Theatre
Rex Theatre
Sky Vo Theatre

Tourist Camps

Taber Chalets
Modern Cabins

Transport Companies

Taber Transport

Vulcanizing

Burn's Tire — Ross Hartman
Burn's Tire Repair Alvin Stewart

Wholesale Houses

Conwall Canning Co.
Canadian Sugar Factory

Wood-Coal-Gas-Elec

Canadian Western Natural Gas Co.
Southern Alberta Coal Co.

Town Officers

Mayor — C. C. Cook
Secretary-Treasurer — H. E. Hille
Councillors — Mrs. L. Heston
W. E. Heston
E. C. Gaudet
Wm. Withers
Christ Jenson
Chairman of Commerce Secretary — Harry Hart

Three Hills

Population — 1,300.
Location — 36 miles north-
west of Drumheller
Highway — No. 21

THE central Alberta Town of Three Hills is the focal point of what has developed into one of the province's most productive grain farming areas. At one time dependent mainly on a mining industry, the community is now solidly established not only as an agricultural centre, but through the efforts and vision of a zealous scholar it has become known as one of Western Canada's foremost educational centres.

The Prairie Bible Institute of Three Hills has a national reputation. It is conservatively estimated that 800 graduates from the institute are presently engaged in Christian missionary work in foreign lands.

One of the earliest business men in the district was Clem Bothenly who established a general store on the original townsite, four miles from where the town is



Aerial View of Three Hills



Art's Trailer Camp Three Hills

presently situated. In 1905 Robinson Brothers opened the next store. A creamery was established by another early resident, A. W. Pratt. Others who arrived with the first settlers were R. E. Morgan, a real estate broker, Postmaster Henry Evans and Dr. Thomas Sawdon, the latter arriving in about 1910.

As happened in a number of cases, the arrival of Canadian National Railways steel in 1912 meant a lot of change for Three Hills. The principle change was in the very location of the settlement. It was moved back, and buildings a distance of four miles to the new townsite.

The community was incorporated as a village in the year 1912. Members of the first council were Dr. Thomas Sawdon, R. E. Morgan and H. T. Howe. The only surviving member of the charter council is Mr. Howe, who is still actively engaged in the implement business in Three Hills.

Incorporation as a town came in 1929. And the community has continued to grow since that time.

The present year-round population of the town is in excess of 1,300. And there is also a part time population of almost an equal number. The latter is made up of students and teaching staff at the Prairie Bible Institute.



Three Hills Motors

The Home of KIRK'S HEATING LTD.

Only the very finest heating equipment has been supplied to the people of the West during the past quarter-century by KIRK'S HEATING LIMITED.

More recently, a smart new stoker was added to the list of steel furnaces and other heating equipment turned out at Kirk's Modern Plant by their large staff.

PHONE 74

THREE HILLS, ALBERTA



Highway Motors Ltd.

J. & PENNOCK, Prop.

Ford - Monarch Cars and Trucks
Ford Tractors and Dearborn Equipment
Purity 99 Gas and Oil Dealer

Phone 129

Three Hills, Alberta

ART'S TRAILER COURT

ART JACOBSON, Prop.

Modern Trailer Camp Accommodation
Sewer and Water Connections
3 Blocks from Main Shopping Centre

PHONE 233

THREE HILLS, ALBERTA

PRAIRIE BIBLE INSTITUTE

Three Hills, Alberta

CANADA'S LARGEST BIBLE INSTITUTE

Founded in 1922 by L. E. Maxwell, Principal (see inset) with 8 students enrolled for the first term. Now featuring Bible School, High School and Grade School, with boarding facilities for High School or Bible School students. Over 800 students serving as missionaries on foreign fields.

Write to: Secretary, Prairie Bible Institute for information. Phone 37



Three Hills Hotel

A remarkable institution, the Prairie Bible Institute has had enrolments as high as 1,254 students. In addition there are several hundred staff members and associates.

The school is very largely the personal handiwork of its founder, L. E. Maxwell, a bible student who came originally from Kansas City. Mr. Maxwell founded the institute in 1924. First classes were held in a small farm home half a mile north of Three Hills. The original enrolment was eight students.

Today there is a huge administration building and a large tabernacle which can seat 4,500 people.

The campus is located just inside of the town limits. It extends for 40 acres and among the 80 buildings are dormitories, classrooms and gymnasiums. In addition to the religious instruction the institute also offers secular courses.

Three Hills is the business and trading centre for a district population of about 4,000.

It is well situated for transportation, being on one of the Canadian National Railways important Alberta branch lines. Highway No. 21 provides an excellent all weather road link for important centres in the province.

Cardinal Bus Lines operate a daily schedule through the town.

There is also a privately owned, registered airport which is suitable for the landing of all but the larger aircraft.

The assessment of the town is \$1,179,095. The tax rate in the town is \$1 mills. There is a municipal debt of \$81,000.

Canadian Utilities provide electrical power for the town and surrounding district.

There are municipally owned sewer and water systems.

An indication of the productivity of the surrounding district is indicated by the fact that grain storage facilities at Three Hills include eight elevators which have a combined capacity of 897,000 bushels. Both the Searle Grain Company and United Grain Growers have two elevators in the town. The others are operated by the Alberta Pacific Grain Company, Pioneer Grain, Parrish and Heimbecker and the Alberta Wheat Pool.



Shear's Transport — Three Hills

SHEA'S TRANSPORT

W. T. SHEA, Owner and Operator
GENERAL TRUCKING — FURNITURE MOVING
"Daily Trips to and from Calgary"

Our Vans are Cooled for Summer—Heated for Winter — Your Cargo is Insured and Bonded

Phone 149, Three Hills, Alberta

Phone 22797, Calgary, Alberta



K. & O. MOTORS

W. H. BILL O'DOWD, Prop.

DODGE DESOTO CARS & TRUCKS - TEXACO GAS & OILS TIRE & BATTERY SERVICE
AUTO PARTS AND ACCESSORIES

Phone 55

THREE HILLS, ALBERTA

Dweller 30



WATERBURY'S PHARMACY

"Prescription Druggists"

VETERINARY SUPPLIES STATIONERY
GIFTS, MAGAZINES and COSMETICS
Visit our Soda Fountain

THREE HILLS

ALBERTA



K. & O. Motors — Three Hills

The Royal Canadian Mounted Police take care of the protection of persons and property in the town. There is a well equipped volunteer fire brigade. The town recently authorized purchase of additional fire fighting equipment valued at \$12,000.

A new \$150,000 Post Office was recently completed in the town.

In addition the educational facilities provided by the Prairie Bible Institute there is a public school in which Grades 1 to 12 are taught.

Among the more active social, cultural, and fraternal organizations in the town are the B.P.O.E., Order of the Eastern Star, Order of the Royal Purple, Rebekah Lodge, Masons, I.O.O.F., I.O.D.E., Hospital Auxiliary Home and School Association, Farm Women's Union, Canadian Legion and Auxiliary, Red Cross, Klansmen and Board of Trade.

There are in all six churches in the town. They are United, Evangelical United Brethren, Catholic, Presbyterian, Anglican and the Prairie Bible Institute.

The Three Hills Municipal Hospital is a modern, well equipped institution which has adequate facilities to care for residents of the town and surrounding district.

SWAN'S STYLE SHOP

E. A. SWAN, Prop.

Everything in Ladies and Children's Wear
Highest Quality Merchandise Low Prices

PHONE 113

THREE HILLS, ALBERTA

For sports and recreation, the town of Three Hills stands second to none in Western Canada as far as facilities are concerned.

The Three Hills Klansmen Club, like many Klansmen groups in other centres, has undertaken to sponsor the recreation needs of the youngsters by establishing the well-equipped Klansmen Play Park.

The town has a large Community Centre which is available for all manner of indoor activities.

There are two baseball leagues in the town, the Little League which provides for youngsters from nine to 12 years of age, and the Pony League which takes the mittmen over at age 15 and keeps them running the bases at least until they are 18.

The town has a closed in curling rink and an open air skating and hockey rink.

The latest project to be taken on by the citizens is an enclosed swimming pool. A petition signed by over 90 per cent of the electors was presented to council, which then referred the entire matter to the ratepayers in the form of a money bylaw. The vote was ?

For the tourists and other visitors there is a fully modern privately owned trailer camp.



Robinson Associated Stores — Three Hills

THREE HILLS HOTEL

H. V. KERR, Prop.

"For the Rest of Your Life"

35 MODERN FURNISHED ROOMS

FULLY LICENSED PREMISES

DINING ROOM FACILITIES and COFFEE SHOP

PHONE 8

THREE HILLS, ALBERTA

MARSHALL-WELLS STORE

F. McLaren, Owner

SHELF AND HEAVY HARDWARE — CHINAWARE

Sporting Goods Housewares Appliances Blends & Furnaces

PHONE 42

THREE HILLS, ALBERTA



Marshall-Wells Store — Three Hills

Visitors to Three Hills find themselves in a community which recognizes its rôle as the vital agricultural centre it is, but whose citizens are not content to sit back and let nature direct their entire course.

There are a number of minor industries in the town. Although the muse to the south of the town which was one of the industrial main stay has been out of production for some years there are other side lines from the agricultural field. A furnace and stoker manufacturing plant, for example, has a payroll of up to 60.

But it is in the rich black loam of the surrounding district that most of the local wealth is harnessed.

Farming land is valued at upwards of \$30 an acre.

The long time averages on crop yields show 30 bushels to the acre for wheat, 50 bushels for oats, the same for barley and 40 bushels an acre for rye.

A good many farmers in the district keep purebred herds of cattle, with the Herefords appearing to be the favorite breed.

There are also some who raise purebred swine, and a lesser number who keep sheep on their farms.

A fair number of the farmers have herds of dairy cattle. While the industry is not large it is progressing. There is for example a cheese factory at the hamlet of Loden about 10 miles from Three Hills, where the dairy raisers can find a good market for their produce.

Three Hills is in the Rural Municipality of Knee Hill No. 48. The R. M. Secretary is Gordon C. King.

Mayor — Donald L. Smith

Secretary-Treasurer — Mrs. S. B. Davis

Board of Trade Secretary — K. L. Evans



J. C. Long & Son Garage — Three Hills



J. C. LONG & SONS

Agents For

MASSEY-HARRIS FARM MACHINERY

PLYMOUTH & CHRYSLER CARS

WHITE ROSE GAS & OILS

FARGO TRUCKS

PHONE 43

THREE HILLS, ALBERTA

BOX 15



HELTON BROTHERS

Millwork, Sash & Door

Retailers 'E.V. Paints', Store Fixtures & Cabinets

Builders Hardware Chrome Moldings Truck Boxes

Phone 5

Three Hills, Alberta

Box 92

ADAM B. YOUNG

Complete Insurance Service

Fire, Marine, Auto, Life, Casualty

Real Estate

PHONE 101

Three Hills, Alberta

MACLEOD'S AUTHORIZED DEALER

DONALD L. SMITH, Owner

DEPENDABLE HOME AUTO FARM SUPPLIES
"ALL OVER THE WEST"

PHONE 43

THREE HILLS, ALBERTA



MacLeod's Dealer — Three Hills



Public Grocery — Three Hills



Three Star Service — Three Hills



Municipal Hospital — Three Hills



Kirk's Ltd. Fleet of Trucks — Three Hills

THREE HILLS MOTORS

H. W. Johnson

CHEVROLET AND OLDSMOBILE SALES AND SERVICE

GOODYEAR TIRES, MAPLE LEAF GAS AND OILS JOHN DEERE FARM EQUIPMENT

PHONE 34

THREE HILLS, ALBERTA

DRAWER 29

Three Hill's Locker Storage

SHEARLAW BROS., Props.
LOCKERS and PROCESSING
Fresh Meats - Frozen Fruits
Smoking & Curing

PHONE 9

THREE HILLS, Alberta



Three Star Service Station

AND TIRE SHOP

W. W. JOHNSON, Prop.

Complete Service on All Tires,
Tubes & Batteries

Phone 23

Three Hills, Alberta

ROBINSON ASSOCIATED STORE

5c TO \$5.00

CLOTHING FOR THE ENTIRE FAMILY VARIETY SOUVENIRS GIFTS

G. J. DAVIDSON, Prop.

PHONE 138

THREE HILLS, ALBERTA

Three Hills Directory

Ambulance Service

Patton's Funeral Home & Ambulance

Auto Body Shops

THREE HILLS MOTORS

Auto Supplies

CHEVROLET OLDSMOBILE — THREE HILLS MOTORS

DEKOR-INDO — E & O MOTORS

W. H. (Hill), O'Donnell

FORD-MONARCH — HIGHWAY MOTORS

International Trucks — H. Y. Howe & Son

PLYMOUTH-CHRYSLER — J. C. Long & Son

Bakery

Rafferty, F. H. Red & White Store

Baths

Royal Bath of Canada

Treasury Bath

Barbers

Stevens Barber Shop — Mike Kunder

Barriers

H. E. Crowe

Beauty Parlours

Judy's Beauty Bar

Blacksmith & Welding

A. V. Lee

Book Store

Peace Bible Institute Book Shop

Chiropractor

Dr. W. K. Pease

Churches

United Church — Rev. R. Upton

Evangelical United Brethren — Rev. A. J. Crain

Catholic — Father Kagan

Presbyterian — Rev. Robert Stiel

Anglican — Rev. John Roberts

Peace Bible Institute — Rev. L. E. Marshall

Contractors, General & Building

Harvie Webb & Son

Wm. Gerguson

Robert Grant Wm. Grant

Dairy

Hicks & Son Dairy

Dentist

Dr. G. A. Pearce

Doctors

Dr. R. May Dr. I. L. Shand

Dr. W. T. Canning

Drafting Contractor

Adie Ditzing — W. J. Schmidt

Druggists

Sanford's Drug Store — R. A. Sanford

WATERBURY'S PHARMACY — H. E. Waterbury

Dry Cleaning

Jaffey & Son Cleaners

Electrical Appliances Sales & Service

Electric Shop — R. O. Nield

Three Hills Hardware — Frank McLaren

MacLennan Ltd. — E. L. Smith

Funeral Home

Patton's Funeral Home — W. O. Patton

Garages

HIGHWAY MOTORS — Norman Pennoch

W. T. Howe & Son — H. T. & L. O. Howe

K & O MOTORS — Wm. O'Donnell

J. C. LONG & SON — J. C. & Gordon Long

Garages (Continued)

McCarthy Service — A. George McCarthy

Red Head Service — Robert C. Davis

THREE HILLS MOTORS — H. W. Johnson

THREE STAR STATION & TIRE SHOP

— W. W. Hanson

General Merchants

Green Lumber Co. Ltd. — Marvin Hayden

Electric Shop — H. O. Heald

Hardware Market — C. H. Hestath

John's Groceries — Harold Stewart

McLeod's Authorized Dealer — Dan Smith

Men's & Boys Shop — Earl Kalkfisch

PUBLIC GROCERY — S. J. Kosman

Reagan's Jewelry Store — Dave Reagan

Red & White Store — R. H. Hallan

Robinson Associated Store — C. J. Davidson

SWAN'S STYLE SHOP — Mrs. E. A. Swan

Trojan Furniture — S. J. Donner

Three Hills Hardware — Frank McLaren

Grain Companies

Seaside Grain — Robert Deane

Seaside Grain — Jack Little

Alberta Pacific — Gene Jones

Pacific Grain — R. A. Robinson

United Grain Growers — R. G. Clegg

United Grain Growers — Frank Riley

Pattish & Henselbeck — Walter Henselbeck

Alberta Wheat Pool — W. F. Dummer

Hardware Supplies

Green Lumber Co. Ltd. — Marvin Hayden

MACLEOD'S AUTHORIZED DEALER

Don L. Smith

MARSHALL WELLS STORE — F. Marshall

Hospital

Three Hills Municipal Hospital — R. C. Miligan

Hotels & Motels

THREE HILLS HOTEL — H. V. Kerr

Insurance & Real Estate

H. P. Power

Waterbury Agency — H. E. Waterbury

ADAM'S YOUNG INSURANCE — A. B. Young

Implement Dealers

Cochran — Robert Schaffer

I. H. C. — R. T. Howe & Son

JOHN ERICK — THREE HILLS MOTORS — H. W. Johnson

MARSHY HARDY-PENROSE — J. C. Marshall

Oliver — M. L. Nelson

Jeweller

H. H. Heerie

Laundry

W. Y. Laundry

Libraries

LODE Library

Locker Service

THREE HILLS LOCKER STORAGE

Ren & Noyes Shearers

Lumber & Building Supplies

Green Lumber Co. Ltd. — Marvin Hayden

Beaver Lumber Co. Ltd. — George Hallan

BELTON BROTHERS — M. L. Nelson

Machine Shop

Jackson's Machine Shop

Meat Markets

Redhead Meat Market

THREE HILLS LOCKER STORAGE

Newspaper

Three Hills Capital — B. N. Neudling

Oil Companies (Bulk)

Anglo American Exploration — Norman Pennoch

British American Oil — Robert Schaffer

Imperial Oil — Carl Beagrie

Maple Leaf Petroleum — R. W. Johnson

Standard Oil — H. W. Johnson

Optometrist

Edith Redgate

Painter & Decorators

Wm. Swan Art Junction

Dorothy Evans Albert Auneil

Photographers

E. Hickox

Plumbing & Heating

KIRK'S HEATING LTD. — H. P. & M. R. Kirk

James Plumbing — Ted Jampan

W. T. Stewart Plumbing — W. T. Stewart & Son

Pool Hall

R. A. Swan

Postmaster

M. C. Gargay

Poultry & Feeds

Alberta Poultry Producers — Art Tate

Payroll & Henselbeck Feed Mill — W. Henselbeck

Restaurants & Cafes

Hotel Coffee Shop — Albert Mathers

Osney's Cafe

I. B. Gals Club Cafe

Schools

Three Hills Town School

Pratt's High School — Ruth C. Dearing

Pratt's Grade School — Edna Janz

PEACE BIBLE INSTITUTE

Shoe Repairs & Sales

A. Letz — Repair

John Lockhart — Repair

Men's Boys Shop — M. S. Kalkfisch

— Sales

Robinson Store — C. J. Davidson — Sales

Tailor

J. J. Jaffey

Theatre

Lynn Theatre — L. J. Runkle

Tourist Camps

ARTS TRAILER COURT — A. C. Jacobson

Transport Companies

IDEAL TRANSPORT — W. T. Swan

Toronto Transport

Vulcanizing

THREE STAR STATION & TIRE SHOP

— W. W. Hanson

Wholesale Houses

Roadway Distributors — W. J. Schmidt

B. N. Neudling

Wood-Com-Gas-Etc.

R. Iron

M. T. Riley

W. J. Jaffey

Town Officers

Mayor — Donald L. Smith

Secretary — Mrs. S. B. Davis

Councillors — J. W. Jackson

Robert Grant — A. Swanson

A. E. Young — M. C. Gargay

A. C. Jackson

Shed of Trade Secretary — K. L. Evans

PUBLIC GROCERY

S. J. Kosman

FULL LINE OF GROCERIES — FRESH FRUITS AND VEGETABLES
FROZEN FOODS, MEAT, VEGETABLES & FRUIT — ICE CREAM, CONFECTIONERY

PHONE 6

THREE HILLS, ALBERTA

Tofield

THE Town of Tofield, Alberta, lies in the fertile Beaverhill Lake country about 40 miles southeast of the provincial capital. Its population of close to 800 provides the services, shopping and market facilities for a district population of between 2,500 to 3,000 engaged in mixed farming.

And of growing importance to this centre in the province's natural parkland area is the tourist industry. Each holiday season more and more visitors from further afield are "discovering" the beauties of the Elk Island Park and Lake View resorts near Tofield.

The town and district are easily accessible both for tourists and businessmen. The main transcontinental line of the Canadian National Railway passes through the town. For road transportation there is a good all weather thoroughfare in provincial Highway No. 16, one of Alberta's main east-west arteries.

The Sunburst Bus Company operates a daily schedule through the town.

Residents of Tofield pay a tax rate of 53 mills on an assessment of \$258,229.

There are complete sewer and water services to all built up areas of the town. The Calgary Power Company has a long term franchise for supplying electricity to Tofield and the surrounding district.

The storage capacity of the two grain elevators in the town is 197,000 bushels. They are operated by the Alberta Wheat Pool, Searle Grain Company and United Grain Growers.

For police protection in the town there is a municipal police force. The local volunteer fire brigade is a well trained organization which has good equipment.

There are six churches in the town.

Educational facilities consist of 14 classrooms in which Grades 1 to 12 are taught. Both urban and rural students attend classes in the town.



Tofield Co-op Store Tofield

Garford Ladies' Wear

Mr. & Mrs. Gordon Garford, Owners
"Women & Children's Ready-to-Wear"

PHONE 109

Tofield, Alberta

Population — 800
Location — 40 miles south
east of Edmonton.
Highway — No. 16



Garford Ladies' Wear — Tofield

The Tofield Branch of the Canadian Legion and the Masonic Lodge are among the more active of local organizations.

There are good facilities for all summer and winter sports.

A centre for indoor activity is the Tofield Community Hall which is available to all groups in the town.

As indicated above, the district is very well situated for summer recreation and swimming. The various resorts are all within easy driving distance of the town. And there are excellent hotel, motel and trailer court accommodations in the town.

The long term average on grain yields in the farming district is 25 bushels to the acre in wheat, 50 bushels in oats, 40 bushels in barley and 25 bushels in rye.

There are an increasing number of purebred herds among cattle in the district. The breeds which are most common are Hereford, Shorthorn and Aberdeen Angus. Some farmers also keep purebred herds of Holsteins in the dairy operations.

Mayor — C. Patterson

Secretary-Treasurer — J. E. Stinson

Board of Trade Secretary — George E. McFadden

GRAHAM ALLAN

THE RED & WHITE STORES
Groceries - Fruit Dry Goods

Phone 17

TOFIELD, Alberta

J. E. STINSON

Fire, Mail and Automobile Insurance
Vital Statistics - Real Estate
Notary Public - Automobile Licenses

Office Phone 37

Tofield, Alta.

Res. Phone 45

Tofield Service Station

C. PATTERSON Prop.

Dodge Cars & Trucks Airtis Chalmers Machinery
Gasoline and Oil • Tires and Accessories
A.M.A. Appointment

Phone 8

Tofield, Alberta

Box 45



Bank of Montreal Tofield



TOFIELD CO-OP

Groceries Meats Dry Goods

PHONE 27

TOFIELD

ALBERTA



Tofield Service Station

Tofield Directory

Ambulance Service

Tofield Municipal Hospital

Auto Body Shops

J. W. Dymowski

Auto Supplies

Beik-Pontiac Annett Motors
Coomer-Gibson Annett Motors
DODGE-DUGOT TOWFIELD SERVICE
STATION
Ford-Monarch — W. A. Smith
International Trucks — A. G. Francis
Plymouth-Chrysler Pioneer Motors

Banks

Bank of Montreal

Barbers

J. L. Abbott & Martin Longman

Barriers

Edvard Brice
Arthurfield, Edwards, Sorey

Beauty Parlours

Mrs. Gladys Baird

Blacksmith & Welding

E. M. Burtholme

Bowling Alley

J. Labanewich

Chiropractor

Alvin Letman

Churches

Father E. F. Farrell
Rev. K. Iversen
Rev. D. A. Haldebrecht
Rev. L. G. Gardner
Rev. P. P. Cole
Greek Catholic Church

Contractors

General & Bldg. — Watson (Tofield) Ltd.

Dairy

Woodland Dairy

Dentist

Dr. B. C. Sills

Doctors

Dr. W. H. Freckley

Transport Companies

Brown's Transport

Druggists

Tofield Drug

Dry Cleaning

Tofield Tailors

Electrical Appliances

Sales and Service

Watson Tofield Ltd.

Garages

TOFIELD SERVICE STATION C
Pasterson
Annett Motors
Service Garage
W. A. Smith Pryor Motors
MAPLE LEAF SERVICE L. Hunsor
General Merchants

C.K. Store

RED & WHITE — Graham Allan
JEFFERSON & WORTON
TOFIELD CO-OP GENERAL STORE
GARFORD LADIES WEAR Mr. and
Mrs. Gordon Garford
Johnson's Ladies Wear

Grain Companies

Alberta Wheat Pool — C. A. May
Beale Grain Co. Ltd. — W. D. Fraser
United Grain Growers Ltd. — D. C. Mc-
Kinnon

Hardware Supplies

Watson Tofield Ltd.

Crown Lumber Co. Ltd.

Hospital

Tofield Municipal Hospital No. 47

Hotels and Motels

Royal Alexandra Hotel

Insurance & Real Estate

J. E. STINSON

Implement Dealers

ALLIS CHALMERS — TOWFIELD SER-
VICE STATION

Cookshott Ed. Rogers

L.R.C. A. C. Francis

I. I. Case J. W. Dymowski

John Dwyer H. Negehn

Messy Harris Ferguson Annett Motors

MINNEAPOLIS MOULDER L. E. Han-

ter — Maple Leaf Service

Oliver — H. H. Rowick

Jeweller

John Fretche

Library

Tofield Library

Locker Service

Dick's Locker Service

Lumber and Building Supplies

Crown Lumber Co. Ltd.

C. F. Kallish Lumber

Meat Markets

Dick's Meat Market

Everitts Meat Market

Newspaper

Tofield Mercury

Oil Companies (Bulk)

Imperial Oil Ltd.

British American Oil Co. Ltd.

Painters and Decorators

J. Daniloff

A. E. Hutton

Plumbing and Heating

Watson (Tofield) Ltd.

Pool Hall

J. Labanewich

Postmaster

N. E. Oliver

Poultry and Feeds

H. Hunsor

Restaurants & Cafes

Tofield Coffee Shop

Schools

C. A. May, principal 14 rooms

Shoe Repairs and Sales

John Lemick & F. Kessel

Tailor

Tofield Tailors

Theatres

Tofield Community League

Tourist Camps

Town of Tofield

Town Officers

Mayor C. Patterson
Secretary-Treasurer J. E. Stinson
Councillors J. Q. Adams, W. A. Smith,
A. Herndon, Dr. W. H. Freckley, D. L.
Jefferson, G. F. Kallish
Board of Trade Secretary — Geo. E. Mc-
Farlane

JEFFERSON & WORTON

SELF-SERVE GROCERIES

and

MEN'S WEAR

PHONE 15

TOFIELD, Alberta



Maple Leaf Service

Lumber Hunter Leases

Minneapolis-Moline Machinery

U.F.A. Farm Supplies

Phone 31

Tofield, Alberta

Trochu

ON THE EDGE OF the scenic Red Deer Valley in central Alberta the village of Trochu is the marketing and shopping centre for prosperous farmers who have learned to make a good living from the fertile land which nature has placed at their disposal.

The population of the village is about 700, approximately one sixth that of the district which it serves.

The village is situated on the Calgary-Edmonton branch line of the Canadian National Railways, and on provincial Highway No. 21, a good all-weather thoroughfare. Canadian Coach Lines has a daily schedule through the community.

Population 700
Location — 65 miles north-east of Calgary.
Highway — No. 21



Aerial View of Trochu

There are five grain elevators in the village operated by United Grain Growers, the Alberta Pacific Grain Company, Pioneer Grain Company National Grain Company and the Alberta Wheat Pool.

The village's modern, well designed business houses give its main street the prosperous appearance which truthfully reflects conditions in the village and surrounding district. The business and professional services which are offered by Trochu are equivalent to those one would expect to find only in a considerably larger community.

St. Mary's Hospital is a well equipped, efficiently operated institution serving the health needs of both village and district residents.

Police protection is provided by a Royal Canadian Mounted Police Detachment. There is a volunteer fire brigade.



Yale Hotel Trochu

Trochu has been one of the leading centres in the farming history of the fabulous Red River Valley, a geological landmark which gave birth to Alberta's coal industry.

The assessment of the village today is \$1,061,537. The tax rate in the village is 45 mills. There is a debenture debt totalling \$116,79.

Electricity for the village and surrounding district is supplied by Canadian Utilities Limited. The sewer and water services are municipally owned.



Trochu Machine Works Trochu

"Where Good Friends Meet"

20 MODERN ROOMS

Dining Room & Lunch Counter

YALE HOTEL

Walter Corry & Harry Haselby Props.

PHONE 7

TROCHU, Alberta

"Where Good Friends Meet"

20 MODERN ROOMS

Dining Room & Lunch Counter

G. A. MOLNAR

Gents' Furnishing and Merchant Tailor
"Where the Best Dressed Men Buy"
Agents for Templeton Dry Cleaners

TROCHU

ALBERTA

Trochu Machine Works

R. C. Young, Prop.
Minneapolis Farm Machinery
Dunlop Tires
Pontiac-Buick, G.M.C. Trucks

Phone 67

Trochu, Alberta





O. K. SCHLAUCH

Jeweller and Camera Shop

Watch Repairing - Engraving - Locksmithing
Appropriate Gifts for Every Occasion

PHONE 16

TROCHU, ALBERTA



Roman Catholic Church - Trochu

There are both Roman Catholic and public primary schools and a high school where classes up to Grade 12 are taught.

The Elks, Lions, Masons and Knights of Columbus are among the more active organizations in the village.

The Elks particularly have left lasting memorials in the community in such edifices as the Trochu Elks Memorial Arena, a hockey and skating rink which has and is providing residents with many hours of recreation and enjoyment. There is also a closed in curling rink and another closed in skating rink, to complete the winter sports facilities. Summer sports facilities are equivalent. There is a community baseball park and the Trochu Golf and Country Club.



Trochu Public School & High School in 1951

The land of the farming district is loam with a clay subsoil. It is valued at upwards of \$50 an acre.

The long term yields in wheat average 35 to 40 bushels an acre. The return on oats works out to from 45 to 55 bushels to the acre.

A large number of cattle are raised in the district with many farmers specializing in purebred herds of both beef and dairy cattle. A good number of farmers also raise swine and there are a lesser number who keep sheep on their spreads.

Mayor - M. L. Dowell

Secretary-Treasurer - R. Ferguson

Board of Trade Secretary - L. E. Roach



St. Mary's Hospital - Trochu



Bellwill's Pharmacy - Trochu



BALKWILL'S PHARMACY

PRESCRIPTION SPECIALISTS - GIFTS FOR ALL OCCASIONS
DRUGS, SUNDRIES, FOUNTAIN SERVICE, STATIONERY & NOVELTIES

ALBERTA



TROCHU MOTORS

FORD-MONARCH CARS - SALES & SERVICE
 COCKSHUTT FARM MACHINERY F RESTONE TIRES
 TROCHU, ALBERTA



Trochu Motors - Trochu



A Street in Trochu

Trochu Directory

Ambulance Service

J. H. Hall

Auto Body Shops

K & K Motors Ltd

Auto Supplies

BUICK PONTIAC - R. C. Young -
 TROCHU MACHINE WORKS
 Chevrolet Oldsmobile - K & K Motors
 Ltd

Dodge-DeSoto J. E. Freer

FORD-MONARCH - TROCHU MOT

ORS

Importation Trucks - H. E. McKee &
 Son

Plymouth-Chrysler - J. E. Freer

Bakery

Miss Frieda Schreier

Banks

Bank of Montreal

Barbers

A. (Red) Henselmann

Barriers

Ferguson & Ferguson

Beauty Parlours

Miss M. Duncan

Blacksmith & Welding

P. McNeill

Book Store

J. H. Hatzfeldt

Churches

St. Paul's United Church - Rev. O. R.

Lavers

Trochu Baptist Church - Rev. D. Berg

St. John's Lutheran Church - Rev. W.

Stark

St. Ann's Roman Catholic Church - Rev.

C. Keweenaw

Construction Companies

D. & D. Evans

Contractors, General & Building

D. & D. Evans

R. Hault

E. Messerschmidt

Dairy

Edward Rodt

Dentists

Dr. G. A. Pearce

Doctors

Dr. A. J. S. Hay

Druggists

J. K. Bakewell - BAKEWELL'S PHAR-

MACY

Dry Cleaning

G. Keweenaw

Electrical Appliances

Sales & Service

Dynamic Sales - B. G. Matthews

Funeral Home

Hall's Funeral Service - J. H. Hall

Furniture

J. H. Hall

Garages

R. C. Young Machine Shop

I. E. Schwaab

K & K Motors Ltd.

TROCHU MOTORS

J. E. Freer

H. E. McKee & Son

General Merchants

Booth Bros.

J. Liskind & Co.

A. P. Brunster

O. G. Stenhardt & Co.

Ball's Fooding

G. A. MCKINER

Grain Companies

United Grain Growers Ltd. - E. Wilson-

burger

Alberta Pacific Grain Co. (1947) Ltd. -

M. G. Morris

Pioneer Grain Company Ltd. - Frank

Schmeyer

National Grain Co. Ltd. - W. Muir

Alberta Wheat Pool - W. J. Taylor

Hardware Supplies

J. Liskind & Co.

Crown Lumber Company Ltd.

Hospital

St. Mary's Hospital

Hotels and Motels

YALE HOTEL - Harvey R. Hensley &

Walter Curry

Yale Hotel Assoc.

Insurance & Real Estate

Kirk's Agency

J. A. Findlay

Implement Dealers

COCKSHUTT - TROCHU MOTORS

(H.C. H.E. McKee & Son)

J. I. Gies - A. R. Nixon

John Gies - J. P. Fenschel

Wesley Harris-Ferguson J. E. Freer

MINNEAPOLIS-MOLINE R. C. Young

Oliver - TROCHU MACHINE WORKS

Oliver J. E. Freer

Jeweller

O.K. SCHLAUCH

Locker Service

Central Meat Market - A. Sullberger

Lumber & Building Supplies

Crown Lumber Co. Ltd.

Meat Markets

Central Meat Market

Newspaper

The Trochu Tribune

Oil Companies (Bulk)

Imperial Oil Ltd.

British American Oil Company Ltd.

Anglo American Refineries Ltd.

Maple Leaf Petroleum Ltd.

Painters & Decorators

H. H. Smith

Wesleyburger & Buchert

Photographers

R. Langshaw

Plumbing & Heating

H. S. Gasferra

J. E. Freer

Pool Hall

G. Hinkelmann

Postmaster

P. G. Dodd

Poultry & Feeds

Trochu Milling Company

United Grain Growers' Ltd.

Restaurants & Cafes

Twins Cafe

Glen's Cafe

Yale Cafe

Schools

Trochu Valley Public School - E. M.

Trout

Proctor R. C. Separate School

Shoe Repairs & Sales

Real Fash

Tailor

G. Melser

Theatres

Luna Theatre

Transport Companies

Gehring Brothers Transfer

Wood-Cut-Gas-Etc.

See Trochu Coal Co.

Midwestern Coal

H. B. Coal Mine

Campbell's Mine

Town Officials

Mayor - M. L. Donell

Secretary-Treasurer - E. Ferguson

Councillors - H. E. McKee

John Stankovich

Board of Trade Secretary - L. E. Roach

Two Hills

Population — 833
Location — 18 miles north of Vegreville
Highway — Nos. 45 and 36

IN THE NORTHERLY section of Eastern Alberta, Two Hills is on an Edmonton branch line of the Canadian Pacific Railway at the junction of provincial Highway Nos. 45 and 36.

There is adequate train service through the community, and the Arrow Bus Company operates a daily schedule providing connections to all other important centres in the province.

Residents of the prosperous mixed farming district which the community serves find its excellent transportation facilities a decided asset in the marketing of their produce.

Population of the town is 833. The assessment is \$640,000, with the tax rate set at 60 mills.

Power for the town and surrounding district is provided under a franchise granted to Canadian Utilities Limited. The sewer and water system which extends to the entire built-up urban area is owned by the municipality.

There is a town police force and a well equipped, thoroughly trained volunteer fire department.

Educational facilities of the Two Hills School Division include Grades 1 to 12, with accommodations for students from the surrounding district as well as the town itself.

The town is one of the few communities its size in which the municipality has undertaken to maintain well kept parks and recreation areas.

There are two churches in the town, Ukrainian Orthodox and Greek Catholic.

All of the usual clubs and organizations have active branches in the town.

A modern, efficiently operated institution, the Two Hills Municipal Hospital, provides for the health needs of the town and district.

The Elk's Hall is a centre of community activity which is available for functions sponsored by various town organizations.

For the sports-minded, nearby Bag Fish Lake has been living up to its name throughout the memory of the oldest residents.

The rolling land of the agricultural district is valued at upwards of \$3,000 a quarter section (****). Long term averages taken on normal yields show the return on wheat to be 38 bushels to the acre, on oats 40 bushels, barley 38 bushels and rye 20 bushels.

A good number among the local farmers keep purebred beef and dairy cattle on the spreads. The latter run mainly to Holsteins while the favored purebreds for the beef raisers are the dependable Herefords.

Two Hills is in the Rural Municipality of Eagle. The R. M. Secretary is S. P. Mulka.

Mayor — D. M. Geleta

Secretary-Treasurer — M. L. Tanne

Board of Trade Secretary — John Chipchase

TWO HILLS TRADING

J. J. Pundick



Phone 337

Two Hills Directory

Auto Supplies

Bush-Pondick — Imperial Garage
 International Trucks — M. E. Chapples & Son

Banks

Treasury Branch & Bank of Montreal

Barbers

Alex Polmaruk
 Pete Horon

Barriers

M. H. Pouch

Blacksmith & Welding

John Kie

Bowling Alley

J. R. Kass

Churches

Ukrainian Orthodox
 Greek Catholic — Father V. Yarnowski

Dentist

Dr. J. Lukersack

Doctors

T. Egan
 M. Chodko

Druggist

D. M. Geleta

Dry Cleaning

M. Zolotik

Electrical Appliances

Sales and Service
 J. P. Eke

Garages

Imperial Motors — T. Melgus
 Two Hills Motors — T. Hagelick
 David Monars — E. Dehd

General Merchants

TWO HILLS TRADING — J. J. Pundick
 Red & White — N. Doveschick
 3c to 31.00 Shoes — Alex Polmaruk
 Avenue Grocery — Nick & Walter Ewary
 Olson
 Station General Store — Geo. Stollon

Grain Companies

Alberta Wheat Pool No. 2 — Wm. Bink
 Alberta Wheat Pool No. 1 — J. Frink
 Omrode Prairie Grain — Wm. Haydock
 United Grain Growers — M. Doveschick
 Alberta Pacific Grain — M. Doveschick
 Swift Grain — Wm. Umstadick

Hardware Supplies

Crown Lumber Co. Ltd.
 Remick's Sawmills Ltd.

Hospital

Two Hills Municipal Hospital

Hotels and Motels

Two Hill Hotel

Insurance & Real Estate

M. H. Pouch
 Walter H. Kirt

Implement Dealers

Cochran — Steve Elford
 I.H.C. — M. S. Chapples & Son
 J. I. Case — Alex Hormachio
 John Deere — Geo. Fendick & Son
 Massey-Harris-Ferguson — Mike Dauchuk
 & Alex Doveschick
 Minneapolis-Moline — T. Hestrich
 Oliver — E. Dehd

Jeweller

A. Schuck

Library

Two Hills Municipal Library

Lumber & Building Supplies

Longhorn Co. Ltd.
 Reynolds Specialty Ltd.

Meat Markets

Fred Prokopchuk
 Danyliuk Bros.

Oil Companies (Bulk)

Imperial Oil
 B. A. Oil
 Maple Leaf Oil

Plumbing & Heating

T. Wols
 P. J. Hryciw

Pool Hall

J. H. Hies

Postmaster

J. Forbes

Poultry and Feeds

Baron, Kenneth J.
 B. Baron

Restaurants and Cafes

Java Inn — J. Zaharychuk
 Two Hills Hotel — Mrs. M. Stoved

School

Two Hills School — M. Puchay, principal

Shoe Repairs and Sales

Paul Cymbaluk
 Wm. Mononuk

Theatre

Lux Theatre — B. Serebrenik

Voleschizing

Mvno Hudy

Town Officers

Mayor — D. M. Geleta
 Secretary-Treasurer — M. L. Tanne
 Councillors — Wm. Haydock, A. Korybush,
 P. Spak, W. Kirt, J. J. Pundick, M.
 Board of Trade Secretary — John Chipchase

Vermilion

VERMILION'S present population of close to 2,500 are in the main descendants of the frontiersmen who founded the community.

The town has progressed and expanded steadily over the years. Good transportation facilities provided over the Canadian National Railways' main trans-continental line between Edmonton and Saskatoon and provincial Highway No. 16 have given Vermilion an enviable position as trading and marketing centre.

In addition to the excellent train service, Greyhound Bus Lines operates twice daily service over the highway which is one of Alberta's main east-west thoroughfares, and the trucking industry takes full advantage of the paved, all-weather route for its freighting.

The tax rate of the town is 47 mills on an assessment of \$2,472,770.

Canadian Utilities Ltd. supplies electricity to the town and district. The sewer and water system which extends to the entire built up area of the town is municipally owned.

Population — 2,500

Location — 45 miles west of Lloydminster

Highway — No. 16

Land values vary from \$10 to \$30 an acre. The yields over a long period average out to 15 bushels an acre for wheat, 50 bushels for oats, 80 bushels for barley and 25 for rye.

A number of cattle, both beef and dairy breeds are raised.

Vermilion is in the Municipal District of Vermilion River, No. 7. M. D. Secretary is Joseph Batty.

Mayor — Melvin Hill

Secretary Treasurer — Thomas Wilson

Board of Trade Secretary — F. J. Richardson.



Hines & Delainey

John Deere Farm Machinery
Farmhand Aero M/s

PHONE 164

Vermilion, Alta.

Vermilion Directory

Accountant

Smith Taylor

Ambulance Service

McKen's Paramedic Home

Auto Body Shops

Vermilion Bakery & Coffee Shop

Auto Supplies

Bush-Pontiac — H. Rowe & Sons
Chevrolet-Oldsmobile — Hering Motors
Dodge-DeSoto — Super Service
Ford-Mercury — Gullfield Motors
International Trucks — R. H. Hartley
Mazda Motor — Geo. Webb & Sons
Plymouth-Chrysler — Alex. Martin
Studebaker — Truett Garage

Bakery

Vermilion Bakery & Coffee Shop

Barbers

J. Radcliff
T. C. Marshall

Barriers

J. W. O. Morrison, O.C.
F. Richardson, O.C.
Neil McLean

Beauty Parlours

Deely Nook
Papp's Beauty Parlour

Blacksmith and Welding

McLennan & Barr
Gaudin's Welding

Chiropractor

Dr. D. Martin

Churches

Anglican — Rev. E. A. Mankie
United Church — Rev. C. W. Mackay
Alliance — Rev. J. T. McNay
Catholic — Father Landigan

Construction Companies

Adams Construction
Mik Construction

Contractors — General & Building

W. Ferguson
Calvert & Carr
F. Motter

Dairy

Northern Alberta Dairy Pool

Doctors

Dr. A. J. Clack
Dr. R. A. Paynter
Dr. Root L. L. Lyle

Dentists

Dr. A. B. King
Dr. C. W. Stephens
Dr. C. W. Stephens
Dr. E. G. Evans

Transport Company

Deely Transport

Dry Cleaning

Long's — Rose Boush

Electrical Appliances

New Way Cleaners

Sales and Service

Nelson Hill
Morse Electric

Funeral Home

Mayer's Funeral Home

Garages

K. Rowe & Sons
G. Webb & Sons
Hering Motors
Gullfield Motors
Mazda Service
Super Service
Truett Garage
Mazda Motors
Chevrolet Service

General Merchants

Empress Ltd.
Craig Bros.
Shay Bros.
Vermilion & District Coop
McLaughlin's Self Serve
Vermilion Variety Store
Kupke's

Grain Companies

Alberta Wheat Pool — L. McFarlane
Alberta Pacific — K. Greenwood
United Grain Growers — E. McLane
National Grain — W. Ball
Bour's Grain Co. — R. Jory

Hardware Supplies

Nelson Hill
Northern Hardware
Reynolds Lumber
McLennan

Hospital

Vermilion Municipal Hospital

Hotels and Motels

Brunswick
New Vermilion
M. & B. Motel
Insurance and Real Estate
S. C. Neelhof
Mitchell Appraisers
Ray Williams

Implement Dealers

Corbett — Acheson Farm Equipment
J.H.C. — R. H. Norton
J. I. Case — W. R. Lyle
John Deere — HINES & DELAINAY
Mazda Service — Geo. Webb & Sons
Oliver — Hering Motors

Jeweller

Ed Corley
A. LeRouge

Library

Town Library

Locker Service

Vermilion Feed Locker

Lumber and Building Supplies

R. H. Norton
Green Lumber
Reynolds Lumber
Meat Markets
Vermilion Meat Market
Vermilion & Dist. Coop
Shay Bros.
Craig's

Newspaper

The Standard

Oil Companies (Bulk)

S.A.
Imperial Oil
Canadian Oil Co.
McGill-Protector
Maple Leaf Petroleum

Optician

O. C. Ransing

Painters and Decorators

Steele Mayhew

Photographers

Photocraft Studios

Plumbing and Heating

W. C. Martin
Wall Cloward

Pool Hall

T. C. Marshall

Postmaster

Don Taylor

Poultry and Ponds

Gordon Ross Feed Mill

Restaurants and Cafes

The Borne
Bramwell Cafe
Rio Cafe
Georgia's Cafe
Norton's
Vermilion Bakery & Coffee Shop

Schools

Vermilion High — J. Bell
Vermilion Public — Ed Stewart
Vermilion Junior High
Vermilion
Vermilion School of Agriculture — N. N. Bently

Shoe Repairs and Sales

M. Kryn

Tailor

Harry Mearns

Taxi

New Ferguson

Theaters

Colombia

Veterinarian

Deputy T. B. Service

Wholesale Business

G. W. Sutherland

Gas, etc.

Northern Alberta Oilfield Ltd.

Town Officers

Mayor — Melvin Hill
Secretary-Treasurer — Theo. Wilson
Councillors — O. W. Sutherland, D. R. Mitchell, R. K. Chalmers, M. J. Payne, E. A. Locke, C. E. Thompson
Board of Trade Secretary — F. J. Richardson

Veteran

THE VILLAGE has a population nearing the 300 mark and a new \$43,000 sewer system.

The village is situated on the LaCombe Kerrobert branch line of the Canadian Pacific Railway, just under 50 miles from the Saskatchewan border. Highway No. 12, a good all-weather thoroughfare, passes through the village providing a road link with points east and west.

The Cardinal Lines Bus Company operates a daily service through the community.

The assessment of the village is \$234,830. The total tax rate is 46 mills, made up of 12½ mills for municipal purposes and 27½ mills for school expenditures.

There is a debenture debt of \$40,012, to cover the construction of the new sewerage system. Most homes have their own water systems.

Canadian Utilities provides light and power for the village and surrounding district.

Population — 300
Location — 50 miles west of Sask. Border.
Highway — No. 12

Texture and quality of the soil in the farming district which the village serves varies from loam to clay. It is valued at \$35 an acre.

The yields from wheat over a long period has averaged to 25 bushels an acre. The return on other grains runs to 50 bushels for oats, 30 bushel for barley and 20 bushels for rye.

There are large herds of beef cattle in the district, with about 25 per cent of them being purebred animals. The favored breeds are Shorthorn, Hereford and Aberdeen Angus.

Veteran is in a special assessment district.

Mayor — A. Young

Secretary-Treasurer — P. Bailey

Board of Trade Chairman — R. Burns.

VETERAN HOTEL

Mary and Fred Scholey - House of Comfort

CAFE IN CONNECTION LICENSED PREMISES HOT & COLD RUNNING WATER

PHONE 2

VETERAN, ALBERTA

Veteran Directory

Auto Supplies

Chevrolet — Conway's Garage, K. H. CONWAY
Dodge-DeSoto — E. E. Thelin
Ford-Mercury — SIMS BROS.
International Trucks — E. E. Thelin
Mercury-Meteor — Sims Bros.

Banks

Alberta Treasury with branch

Barbers

George McAllister

Blacksmith and Welding

A. M. Cashfield

Churches

Luth. Gospel Church — Rev. J. Munn
United Church — Rev. Leonard J. Munn
Catholic Church — Father J. H. Vachryl

Road Contractor

Clyde Hoskins

Contractors, General & Building

Letter 1 Davis

Transport Companies

Cardinal Lines
Canadian Freightways

Druggist Supplies

R. Derwent

Dry Cleaning

R. Burns, agent

Electrical Appliances

Sales and Service
E. E. Thelin
Sims Bros.

Garages

SIMS BROS. GARAGE
E. E. Thelin Garage
Conway's Garage — K. H. CONWAY

General Merchants

R. Burns Dry Goods & Grocery
P. Howard Dry Goods & Groceries
R. Derwent Dry Goods & Hardware
A. Young, Retailer

Grain Companies

United Grain Growers — P. Howard
Alberta Wheat Pool — J. B. Wagg
Alberta Pacific — Stan Carlson

Hardware Supplies

A. Derwent

Hotels and Restaurants

Veteran Hotel — FRED SCHOLEY

Insurance and Real Estate

R. Burns

Implement Dealers

C.C.I.L. — J. B. Wagg
Cochran's — M. C. Olson
J.H.C. — E. E. Thelin
John Davis — SIMS BROS.
Murray Harris — E. H. Conway,
CONWAY'S GARAGE

Locker Service

A. Young

Lumber and Building Supplies

M. C. Olson

Meat Markets

A. Young

Oil Companies (Bulk)

D.A. Oil Co. — E. E. Thelin
North Star — M. C. Olson

Plumbing and Heating

C. I. Arnold

Shoe Repair

George McAllister

Footmaster

R. Burns

Poultry and Feeds

A. Young

Restaurants and Cafes

Red Scholey

School

J. A. Smith — principal

Theatre

E. H. Conway

Tourist Camp

Village of Veteran

Wood-Coal-Gas-etc.

W. C. Olson — Coal

Town Officers

Mayor — A. Young
Secretary-Treasurer — P. Bailey
Councillors — R. Derwent, E. E. Thelin
Board of Trade Chairman — R. Burns



SIMS BROS.

J. SIMS, Prop.

Automobiles & Farm Machinery

Phone 19

Veteran, Alta.



Conway's Garage

K. H. CONWAY, Prop.
Gas and Electric Appliances
Guaranteed Work, All Makes
of Cars

VETERAN

ALBERTA



Viking

CATTLEMEN who drove their herds into pasture on the rolling grasslands, studded with deciduous trees hugging the shores of small lakes, brought the first settlement to the Viking district in about 1900.

First to arrive were plainmen Jim Arbutnot and Andy Carruthers.

Another early resident who has since given his name to a popular lake in the district was Harlow H. Thomas, who arrived in 1901 and erected a cabin at the south of what became Thomas Lake.

The cattlemen were not long alone with their herds. Farm settlement began in late 1902 following a survey of the district, which is about 33 miles south of Edmonton.

Vanguard of a group of Scandinavian-Americans who contemplated settling in Canada were Nels Hagenson, John Kringen, John Lakken, Carl Borass and Louis Knepp. The families of these men arrived in the spring of 1903 at Wetaskiwin, the nearest railway station, bringing with them 15 carloads of livestock as well as farm equipment and household effects. Their first homes in the Viking area were substantial log cabins, many of them still in use today as machine sheds and barns.

The present townsite which bears the name Viking was established in 1908 when the old Grand Trunk Pacific Railway pushed steel into the district. The line has since become the main transcontinental route for the Canadian National Railway.

The name Viking was a tribute to the district's farming pioneers. The settlement was erected to the status of village in 1909.

The first gas well in the Viking district was brought in in 1914. However exploitation of the resource did not take place in earnest until 1923 when Northwestern Utilities Limited used gas from the field to carry out its franchise in the city of Edmonton.



Viking Co-op Creamery



Viking Hotel

Viking's incorporation as a town in 1952 is a reflection of the prosperity and advance which has been typical of the community in recent years. Now the centre of a productive mixed farming district, its well kept main street with modern business buildings and its comfortable up-to-date homes in the picturesque residential areas indicate a population which takes justifiable pride in its community.

The population is now nearing the 1,000 mark.

The railway line, as indicated above, has become a main transcontinental artery. The town is also well located for highway transportation, being situated at the junction of Highway No. 14 (Edmonton-Wainwright) and No. 36, a supplementary north-south route. Both are good all-weather roads.

The Sunburst Transportation Company maintains a twice-daily schedule through the town six days a week. The taxable assessment of the town is \$762,795. The mill rate is 58. There is a municipal debt of \$111,075.

Electrical services to the town and surrounding district are provided under franchise by the Calgary Power Company. Northwestern Utilities Limited maintains a natural gas service for the town. The sewer system which extends to all built up areas is owned by the municipality.

The six grain elevators in the town are owned by the Alberta Pacific Grain Company, Alberta Wheat Pool.

The Viking Co-operative Creamery Assn. Ltd.

Manufacturers and Exporters of Top Quality Butter
Processors and Distributors of Pasteurized Milk, Cream, Chocolate Milk
PHONE 3 R. D. (Bud) TAYLOR, Mgr. VIKING, ALBERTA

DOMINION CAFE

"The Coffee Row of the Town"

Full Course Meals and Lunches
Confectionery and Tobacco

Phone 138

Lakeview

Viking, Alta.

1945-1956

LLOYD C. McINTYRE

HARDWARE, PAINT, FURNITURE

Imperial Oil Ltd. Agent

Phones 16 and 44

VIKING, Alberta

Farmers Meat Market

GEO. N. KLONTZ

MEAT - EGGS - POULTRY

Frozen Fruits & Vegetables

VIKING

ALBERTA

FARMERS MEAT MARKET



Farmers Meat Market — Viking

Pioneer Grain Company, Searle Grain Company, United Grain Growers and the National Grain Company. They have a combined storage capacity of 442,000 bushels.

There is a one-man town police force and also a detachment of the Royal Canadian Mounted Police in the community. The volunteer fire brigade is made up of 25 well trained men, who have modern firefighting equipment. There are six strategically located cisterns to provide a stable water supply for fighting outbreaks.

Grades 1 to 12 are taught in the town school which also has accommodations for students from rural areas. The principal is J. R. Hemphill.

Among the more active organizations in the town are the Elks, Masons, Royal Purple, Canadian Legion, Eastern Star and women's auxiliaries.

The five churches in Viking are Roman Catholic, Lutheran, United, Anglican and Pentecostal Tabernacle.

The 20-bed Viking Municipal Hospital is the result of a health organization which was established in 1919. The first hospital, with 10 beds, was officially opened in 1921. In the early years, the hospital had its own plant to provide power for electric lights and X-ray equipment.

An example of the successful business operations which have been typical of Viking in recent years is the story of progress since organization of the Viking and District Co-operative Association in April of 1947.

Sixty persons attended and participated in organizational proceedings. A canvass for funds in the district brought \$75,000. With the money directors bought out a local merchant and set up business in October, 1947. Response was excellent.

Viking Hotel & Dining Room

CLEM LOUGHLIN, Prop.

Modern and Up-to-Date - Home Cooked Meals

FULLY LICENSED

PHONE 23

Viking, Alta.

1947 1955

Viking & Dist. Co-op Assn. Ltd.

OLE DUJIVIE, Mgr.

Groceries, Dry Goods, Hardware, C.C.I.L. implements

Phone 8

Viking, Alberta

A fire which gutted the store in 1950 turned out to be only a spark to large the association to greater efforts. Temporary quarters were set up in the same week and the association continued in business while a new store was built on the old site. The modern, \$50,000 structure was opened in November of 1950. Co-op membership at present is over 450, close to 29 per cent of the entire population of the town and district.

Sports facilities in the town rival those of any community its size. There is a closed in skating and hockey arena, a four-sheet covered curling rink as well as facilities for all the summer sports, including two well kept tennis courts.

The farming district around Viking has long been recognized as one of the most prosperous in the province. The farmers harvest consistently satisfactory yields from their fields.

And in addition to the grain growing, the majority of them are also engaged in the raising of livestock, both beef and dairy cattle being in fair abundance.

There are no accurate figures on the number of beef cattle shipped from the district, since a lot of the shipments are by truck direct to marketing centres.

Farmers in the district have been in the dairy business since early in the community's history. They have been delivering their milk and cream to the Viking Co-operative Creamery since 1909 when the local dairy plant opened its doors.

Viking is in the Municipal District of Beaver, No. 73.

Mayor — W. Don Place

Secretary-Treasurer — P. O. Nordstrom

Board of Trade Secretary — H. G. Thonell



Viking Service Station

1913-1956

THE VIKING NEWS

H. G. Thonell & Sons

PRINTERS AND PUBLISHERS

"Serving on Unsurpassed Mixed Farming District

PHONE 19

Viking, Alberta



Viking Service Station

DON HALLER, Prop.

Dion, Rockel & New Holland Machinery
Serving all Makes of Cars
B.A. AGENT

Phone 78

Viking, Alberta



Quarter Horses, Small Ranches, Grade
Feeders, Registered Herefords For Sale

Fitzmaurice-Fitzmaurice

LAND VALUERS ESTATE AGENTS
Registered Hereford for Sale
All-Chain Farm Machinery
Farm Loans Insurance & Loans
VIKING, ALBERTA

Viking Directory

Ambulance Service

A. F. Houghan Funeral Home & Ambulance

Auto Supplies

Black-Pontiac, Oldsmobile, Chevrolet —
A. M. Gieske — Galska Garage
Dodge/DeSoto — W. J. POBUDA
Ford/Monarch Henry Overland Viking
Motors
International Trucks — Viking Implement Co.,
Nick Thompson
Mercury-Mercury — Hahn Bros. Ltd.
Pontiac-Chevrolet — Taylor's Garage
Studebaker Viking Sales & Service,
D. A. Haller

Bakery

Thiel's Bakery Otto Thiel

Banks

Bank of Montreal
Treasury Branch Agency

Barbers

Ted Hearn
Cecil Rayson

Barrister

E. Leford

Beauty Parlours

Modern Beauty Salon — L. Peterson
Rayson's Beauty Parlor Audrey
Rayson

Blacksmith & Welding

W. D. Place Farm Equipment
New Johnson

Chiropractor

Therapies only at Viking Hotel

Churches

Lutheran Rev. John Fench
United — Rev. Norman Knight
Roman Catholic Father A. Hickey
Anglican — Rev. P. Cole
Presbyterian Rev. Arthur Sader

Contractors General & Building

Cru & Quinlan
Price Landings
Louis R. Merz

Cremery

Viking Cold Creamery Assn. Ltd. —
R. D. (Bud) TAYLOR

Dentist

Dr. E. Kules

Doctors

Dr. A. E. Caldwell
Dr. Allan Hahn

Druggist

Viking Drug Store — Edgar M. Stiles

Dry Cleaning

Viking Cleaner & Tailor — Wm. James

Electrical Appliances Sales & Service

Viking Electric — Stan Hahn
W. J. POBUDA

Funeral Home

A. F. Houghan

Garages

Galska Garage
Taylor's Garage
Galska Garage
Viking Motors
Viking Service Station — DON HALLER
W. J. POBUDA SALES & SERVICE
W. D. Place Service
Viking & District Co-op Assn. Ltd.
OLE DJUVIE

General Merchants

O.K. Store — P. W. Wilkie
Sather's Style Shop — C. Sather
Cash Store W. Cornsaw
Goulds & Co. — J. D. Laid
Viking & Co. — E. E. Morgan
Viking & District Co-op Assn. — OLE
DJUVIE
Hardy's Red & White Store
R. N. Hagerup

Grain Companies

Alberta Pacific Grain Co. — I. Menner
Alberta Wheat Pool K. Holte
Pioneer Grain R. S. Hargan
Sawtoe Grain Co. — F. B. Rehrig
United Grain Growers — J. Handrickson
National Grain Co. — J. L. Savik

Hardware Supplies

Kelly's Hardware H. W. Kelly
LLOYD C. McINTYRE

Hospital

Viking Municipal Hospital — Mrs. Brower

Hotels & Motels

Viking Hotel CLEM LOUGHLEN

Implement Dealers

A.G. Chabrows — Mitchell Fitzmaurice
C.C.I.L. Co-op Store. OLE DJUVIE
Cocktail — Doc Place
I.H.C. — Viking Implement, Nick
Josephson
J. I. Coon — Taylor's Garage, Jas. Taylor
John Deere — W. J. POBUDA
Murray-Harris-Pengman Hahn Bros.
Ltd., O. E. Hahn
Minneapolis-Moline — Galska Garage
A. M. Gieske

Insurance & Real Estate

Fitzmaurice & Fitzmaurice — E.
MITCHELL
Fitzmaurice & Merz Palmer Nordstrom
Satter Hahn

Jeweller

Jas. Jewellery J. O. Bain

Library

Board of Viking — Mrs. Sarah Howells

Locker Service

Viking Meat Market & Lockers — A.
Scott V. Slack

Lumber & Building Supplies

Atlas Lumber Co. Ltd. — G. T. LOREY

Meat Markets

Viking Meat Market & Lockers — A.
Scott V. Slack
Farmers Meat Market — G. N. KLONTZ

Newspaper

The Viking News — M. G. TRUSSELL

Oil Companies (Bulk)

Canadian Oil Co. — Mike Gyllen
Imperial Oil Co. — Lloyd C. McIntyre
British American Oil Co. — Doc Haller
North Star — Helmer Hansen

Optometrists

Once a week at Viking Hotel

Painters & Decorators

Ole B. Aasenlund

Plumbing & Heating

Improved Plumbing — Robert Coughlin
McLeod's Plumbing — Elmer McLeod

Pool Hall

Dave Henderson

Postmaster

H. V. Gysin

Poultry & Feeds

P. J. Wenzel
Feed Mill — W. L. Hanson

Restaurants & Cafes

Donation Cafe — GEORGE & TOM
LUKE
Viking Cafe — Rudy Bruha, Jr.
Viking Hotel & Dining Room — Clem
Loughlin

Schools

Viking School, Grades 1-12 — V. R.
Humphill

Shoe Repairs & Sales

Jerry's Shoe Service A. Posenitz
Shoe Repair — Emil Hosenitz

Tailor

Wm. James

Theatre

Stock Theatre H. W. K. Kilmer

Transport Companies

Viking Cartage — L. I. Foote
W. Hahn
McLeod Cartage

Wood-Coal-Gas-Etc.

Northern Oilfield Natural Gas
Field

Atlas Lumber Co. Ltd.

G. T. Lorey

Building Material and Hardware

PAINTS

PHONE 25

VIKING, Alberta



W. J. POBUDA

Texaco Products — Firestone Tires
Propane & Electric Appliances

PHONE 54

Viking, Alberta

Residence Phone 40

Vulcan

Population — 1,396
Location — 10 miles south-east of Calgary
Highway — No. 22

SOME 10 MILES southeast of Calgary on a branch line of the Canadian Pacific Railway, the Town of Vulcan centres a mixed farming district of fertile chocolate loam which has in recent years been one of the many Alberta areas where oil has put a new face on the economy.

Population of the town is close to the 1,300 mark. The fact that population of the district served by the town is only a few hundred more is the key to the fact that Vulcan is becoming an economic unit in its own right, with industry to supplement the always prosperous returns from district farms.

Provincial Highway No. 22, an all-weather road also passes through the town and ties in with hard surfaced highways which give links with the city of Calgary. There is daily Greyhound Bus service.

The assessment in the town is \$1,349,000. The tax rate is as low as 50 mills. There is a debenture debt of \$245,000.

The Calgary Power Company supplies electricity for the town and surrounding district. There is a municipally owned sewer and water system.

The storage capacity of the town's eight grain elevators is 2,250,000 bushels, an indication of the size of crops farmers in the district are accustomed to taking off their land. The Pioneer Grain Company has two elevators in the town. The others are operated by the



Vulcan Electric

Vulcan Electric Co.

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Home Appliances
Electric Wiring and Repairs

Phone 127

Vulcan, Alberta

Wheat Centre Motors

NORM FETTY E, Prop.

Mercury • Meteor • Lincoln Dealer
Fordson Tractors

PHONE 96

VULCAN, Alberta



Wheat Centre Motors Vulcan

Alberta Wheat Pool, Alberta Pacific Grain Company, United Grain Growers, National Grain Company, Searle Grain Company and P and H Grain Company.

There are both town police constables and an RCMP detachment to enforce law and order in the town. Vulcan has a well-equipped volunteer fire brigade which receives regular instruction in the latest firefighting methods.

Grades 1 to 12 are taught in the local schools, which also have facilities to accommodate students from the immediate district.

The Lions, Elks, Masons and Oddfellows are among the more active of local clubs and organizations.

The Lions Playground is a well equipped recreation and play centre for the younger generation. The Oddfellows Hall, Armours and Canadian Legion Hall are centres of indoor activity.

There are good facilities for all the outdoor summer and winter sports. Two tourist camps on the edge of the town offer excellent accommodations for travellers.

There are three churches in the town. They are Roman Catholic, United and Anglican.

The land of the surrounding district is valued at \$60 an acre. The long term averages on grain yields run to 24 bushels an acre in wheat, 90 bushels for oats, 45 bushels for barley and 30 bushels for rye.

There is large cattle population, with a number of purebred Hereford and Aberdeen Angus herds.

A good number of the farmers also supplement their income by raising swine, and a lesser number keep sheep.

The number of dairy cattle in the district is comparatively small.

Vulcan is in the County of Vulcan, No. 2. The County secretary is D. D. McQueen.

Mayor — D. Allan.

Secretary-Treasurer Mrs. Farr.

Board of Trade Secretary — Cecil Johnson.

Clayton's Pure Seed Farm

Specializing in the production of registered
Seed Grains

"The first step to a good crop is pure seed"

PHONE 121

Vulcan, Alberta



BEV. BANKS

PURITY "99" DEALER
Tires BATTERIES ACCESSORIES GASOLINE
MOTOR OILS GREASES

PHONE 99

VULCAN, ALBERTA



M. R. Merrison Garage



McAskle's Men's Wear — Vulcan



Vulcan Hospital



McDonald's Plumbing and Gas Fitting



McDonald's Electric & Plumbing — Vulcan

VULCAN FURNITURE

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COMPLETE HOME FURNISHINGS

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Vulcan, Alberta



McNarland Plumbing, Gas Fitting

Farm Pumps & Pressure Systems
ngist Home Appliances Deep Freeze Home Freezers
Sales & Service

PHONE 379

VULCAN, Alberta

Pete McAskile & Son

Men's and Boys' Wear

Phone 93

VULCAN, Alberta

Vulcan Directory

Accountant

C. A. Sales & Co.

Auto Supplies

Back-Door Central Garage C. A. Dahl
Chevrolet-Oldsmobile Sales Motors
Sims Scales
Dodge DeSoto Richardson & Gould
Ford-Monarch Eldon's Garage K. Eldon
International Trucks White Rose Service
Reg Walker
Mercury Motors — Wheat Centre Motors
NORM BETTIE
Plymouth-Chrysler — M. R. MORRISON

Bakery

H. Dejong

Banks

Canadian Bank of Commerce Doug Park
Alberta Treasury Branch Ste Hanning

Barbers

H. Finley
H. Nault
Max Crawford

Bartender

J. H. Jamison

Beauty Parlours

Hanson Beauty Parlour M. Hanson
Modern Beauty Parlour Mrs. H. Degler

Blacksmith & Welding

Scott's Blacksmith — Art Scott

Bowling Alley

Lew's Bowling Alley — Lew Riland

Churches

United Church — Rev J. S. Clark
Anglican — Rev Ross
Roman Catholic

Contractors General & Building

A. Remacle
E. Johnson
A. Hunsicker

Dentist

Dr. Giblin

Doctors

Dr. W. W. Almond
Dr. A. Tomlin

Druggists

E. Kay
John Mitchell

Dry Cleaning

B. C. Taylor
Jim Wong

Electrical Appliances Sales & Service

Vulcan Electric — R. J. BRONLER
McDonald's Electric & Plumbing — Mr.
McDONALD

Furniture

VULCAN FURNITURE

Garages

Scales Motors & Son
Canadian Co. — R. Walker
Three Way Service — M. Scottney
L. P. A. Service — P. Smith
Elder's Garage — K. Elder
Central Garage — G. Dahl
Richardson & Gould
White Centre Motors — NORM PETTIE
M. R. MORRISON
Purity 99 Service — REV BANKS

General Merchants

Red & White Store K. Middleton
PETE McASKILE & SON

Grain Companies

Alberta Pool
Alberta Pacific Frank Hess
United Grain Growers
National Grain
Saskia Grain — Agn. Gladie
Power Grain — Ken Louka
Pioneer Grain
P. & H. — Bob Nime

Hardware Supplies

Wells Hardware — Jack Wells
Vulcan Supply — G. Gollner
Hosland's Store

Hospital

Vulcan Hospital

Hotels & Motels

Vulcan Hotel — Mrs. Dabbs

Implement Dealers

Cockshutt Three Way Service Norm
Scottney
J. L. C. J. T. Willard & Son
J. I. Case — Rychnovsky & Gould
John Deere — Jones & Associates
Massey-Harris — M. R. MORRISON
Mississippi-Moline — Scales Motors
& Scales
Oliver Central Garage, C. Dahl

Insurance & Real Estate

G. A. Sales & Co.
J. Finley & Co.

Jeweller

Vulcan Jeweller Mrs. J. Mitchell

Laundry

Vulcan Laundry

Library

Vulcan Library

Locker Service

Central Meat — S. Joiner

Lumber & Building Supplies

Deaver Lumber — H. Paard
Havlicek Sawmills — Dick

Meat Markets

MacIntyre's Meat Market Merv
MacIntyre
Red & White Meat — R. Middleton
Central Meat — S. Joiner

Newspaper

Vulcan Advocate — Bob Munroe

Oil Companies (Bulk)

Imperial Ed Nelson
British American Norm Pettie
Tyrone — A. Grant
Canadian Oil H. Southland
C.F.A. — D. Smith

Plumbing & Heating

McDONALD'S ELECTRIC & PLUMBING
Bishop & Son
J. McNarland McNARLAND PLUM-
ING & GAS FITTING

Pool Hall

Craig's Poolhall G. A. Craig

Postmaster

Jack Price

Poultry & Feeds

Boutland Egg Grading Station

Restaurants & Cafes

Marion Cafe
New Club
Natal Cafe
Lew's Coffee Shop — Lew Riland

Shoe Repairs & Sales

Vulcan Shoe Hospital
Shoe Repair — Jack Scoble

Tailors

Vulcan Tailor C. Ottewill
R.C. Tailor — J. Wong

Theatre

Vulcan Theatre R. Rolman

Transport Companies

Vulcan Trans. — Albert Marsh

TOWN OFFICIALS

Mayor — D. Allan
Secretary-Treasurer — Mrs. Farn
Councilmen — M. Finley
G. McAskile
M. Jones
D. Banks
M. R. Morrison
Board of Trade Secretary Cecil Johnson

MacDonald's Electric & Plumbing

Electrical & Plumbing Appliances & Supplies
Norge Household Appliances Monarch Water Systems

Phone 159

Vulcan, Alberta

M. R. MORRISON LTD.

MASSEY-HARRIS-FERGUSON
SALES & SERVICE

PHONE 66

VULCAN, Alberta

Wainwright

Population — 2,750
Location — 135 miles south-
east of Edmonton
Highway — Nos. 14 and 41

THE town of Wainwright, 135 miles southeast of Edmonton, has a population of 2,750, serves a mixed farming district in which some 4,000 reside and also is a commercial centre for a self-contained military camp nearby, the largest in area in all of Canada. Wheat and coarse grains, dairy products, honey, livestock and poultry products and more recently oil and natural gas from some 20 nearby wells are the area's major sources of income and the main economic reason why this town, which has more than doubled its population in 10 years, has a flourishing and diversified business community.

Wainwright has another advantage in that it is admirably situated from a communications standpoint. It is on the Canadian National Railways mainline, a divisional point on the Edmonton-Saskatoon leg of the transcontinental route. The town is at the junction of Nos. 14 and 41 and Sunburst Coachlines supplement the rail service with bus service. Facilities are most modern.



Post Office — Wainwright

Social life in this Alberta centre is centred around eight church congregations: Anglican Gospel Mission, Lutheran, Nazarene, Pentecostal, Presbyterian, Roman Catholic, and United. Social life calls upon the resources of numerous societies and associations, including church bodies, Lions, Legion, Kiwanis, Odd Fellows and Chamber of Commerce.

The large business and industrial community includes such outlets as the Wainwright Producers and Refiners' refinery, which cost over \$1,000,000 to construct, an auto body shop, auctioneers, bakery, several auto suppliers, three banking institutions, a law office, two dairies, two drugstores, a dry cleaning plant, electrical suppliers, a funeral home, several garages and service stations, numerous general stores and stores specializing in groceries,



Wainwright Main Street

here Calgary Power Ltd. supplies electrical energy the town owns sewer and water networks and natural gas from nearby wells is used for heating, being supplied by a local gas company. Policing duties are shared by the RCMP and the town and a volunteer brigade gives fire protection.

Assessment of local properties for taxation purposes is well in excess of \$2,000,000 the tax rate in 1955 was 57 mills and the municipal debt \$268,000. Residents have four fine schools for their children, two public, one separate (Roman Catholic) and one high school. The municipality hospital has accommodation for 54 patients, with five doctors practising in the town and district. The town also provides its citizens with an excellent library.



Memorial Tower — Wainwright

THE WAINWRIGHT CHAMBER OF COMMERCE

WELCOMES ALL VISITORS TO OUR TOWN AND INVITE ENQUIRIES FROM ANYONE WISHING TO TAKE UP BUSINESS OR RESIDENCE HERE

Thorpe's Drug & Photo Co.

DRUGS — PORTRAITS
JEWELLERY

WAINWRIGHT — PROVOST — EDGERTON



1945-1956

TURNER ELECTRIC

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Authorized General Electric & Frigidaire
Appliance Dealer
PHONE 128 Wainwright, Alberta



THE PARK HOTEL

25 CLEAN, COMFORTABLE ROOMS RUNNING WATER CAFE IN CONNECTION
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FULLY LICENSED

WAINWRIGHT, Alberta

tows, sports' wear and fashion clothing, hardwares, two hotels and a motel, insurance and real estate offices, implement agencies, two jewelers, a laundry, a sock service, lumber suppliers, meat markets, a book store. The Star-Chronicle, bulk oil stations, plumbing and heating firms, taverns, cafes, shoe repairers, a taxi, two theatres and a drive-in, and a veterinary surgeon's office.

Wainwright traces its history back to 1905-06 when the first homesteaders, mainly English-speaking natives of eastern Canada and the United States plus a few French-Canadians, settled here. Population increased with the arrival of the Grand Trunk in 1909 and the year following the urban centre was incorporated as a town. In July



Park Hotel — Wainwright

Grain production and livestock breeding still remain the major revenue sources. Long-term grain yields are 16 bushels per acre for wheat, 29 bushels for oats, 22 bushels for barley and 14 bushels for rye.

The town is located in the Rural Municipality of Wainwright No. 61. The reeve is Archibald and the secretary is _____.

Mayor — Dr J D Wallace

Secretary-Treasurer — J G Middlemass

Chamber of Commerce Secretary — J A. Morgan



Wainwright Motel

1929 fire destroyed the entire mercantile district. There is no better criterion of Wainwright's spirit and its buoyant economy than the fact that today its business outlets are as modern and thriving as in any other Alberta town. The year of incorporation the federal government set aside 334 square miles of land south of the town as a preserve for the fast disappearing buffalo. Wainwright Park proved a great tourist attraction in the years that followed and much success was obtained by the park authorities in experimental cross-breeding of their charges. In 1944 the animals were removed and the park transferred to the national defence department for a military training camp, now the largest and most modern such camp in all Canada.

WAINWRIGHT MOTEL

Owners Mr & Mrs GEORGE REYNOLDS &
Mr & Mrs LLOYD OGBY

22 UNITS KITCHENETTES - FULLY MODERN

PHONE 53

Highway No. 4

Wainwright, Alta

BOSTON DRY CLEANERS

JOE BERTSCH Owners PETER CALLES
SERVICE and SAT SEAFION

PHONE 288

WAINWRIGHT, Alberta



TED'S BAKERY

E WARAWA Prop.

French Pastries Cookies Buns
Wedding Cakes Made to Order

Phone 13

Wainwright, Alberta

Tory's Sales and Service
L C TORY, Prop.
Mercury Lincoln Meteor
PHONE 15
Wainwright Alberta

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EQUIPMENT



1920-1955

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WAINWRIGHT, ALBERTA

Wainwright Producers & Refiners Ltd.

PHONE 39R2

Producers Refiners - Marketers

WAINWRIGHT ALBERTA



Wainwright Body & Paint Shop

6th AVENUE AT MAIN STREET

EDDIE DELEFF Prop.

Phone 478 Wainwright, Alta.



Wainwright Hotel



Wainwright Co-op



McLeod's Furniture Store Wainwright



Interior Wainwright Co-op



Wainwright Hotel Restaurant

IDA MATTSON Prop.

Providing Wainwright with its Best Catering Service

Tasty Home Cooked Meals & Lunches Full line of Confectionery & Tobaccos

PHONE 178

WAINWRIGHT, ALBERTA

ROBINSON STORES

J. A. MORGAN, Owner

COMPLETE VARIETY STORE

PHONE 388

Wainwright, Alberta

WAINWRIGHT HOTEL

AL WALTON, Prop.

Dining Room and Coffee Bar in connection A Modern Hotel
Fully Licensed Where the Guest is King

PHONE 35

WAINWRIGHT, Alberta

WAINWRIGHT DAIRY

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MILK — CREAM — CHOCOLATE MILK
"YOU CAN WHIP OUR CREAM BUT YOU CAN'T BEAT OUR MILK"

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HELMER KJELLAND, Prop.

WAINWRIGHT, Alta.



MARSHALL WELLS STORES
WAINWRIGHT HARDWARE, Owners
PHONE 34
WAINWRIGHT ALBERTA



Patterson's Groceteria
Full line of Quality Groceries
Fresh Fruits & Vegetables
Phone: 1 & 80 Wainwright, Alta.

Wainwright Directory

Ambulance Service

F. E. McLeod & Co.

Auto Body Shops

E. Dahl — WAINWRIGHT BODY
PAINT SHOP

Auctioneers

Lloyd Only
Garrett M. Boyd

Auto Supplies

Corvair-Oldsmobile—Bullale Service Ltd.
Dodge-DeSoto — Kennedy Garage
Plymouth-Chrysler — Lee's Service Garage
Knickerbocker — Dupont's Service Station
METRO MERCURY LINCOLN
TORY'S SALES & SERVICE L. C.
Tory

Bakery

TED'S BAKERY — Ted Warner

Bank

Bank of Montreal — C. L. Wittman
Credit Union — Mrs. G. M. Rhule
Provincial Treasury Branch—A. W. Turan

Barber

G. M. Girard
J. Wapwila
T. McLaughlin

Beauty Parlours

J. Jackson
Mrs. G. Heschamp

Blacksmith & Welding

Wainwright Machine Shop — R. Leggett
Seggie Machine Shop — T. Seggie

Bowling Alley

Wainwright Recreation Centre — A. L. Harris

Chiropractor

Branch Office Dr. Denis F. Hansen
Branch Office Dr. R. D. McKenna

Churches

St. Andrew's — Rev. Wm. Moorhead
Wainwright Lutheran Mission — Pastor
3036 E. Nelson
Presbyterian — Pastor Rev. Wm. Phipps
St. Thomas Anglican — Pastor John B.
Moonhouse
Grace United — Rev. D. Wallace Mac-
Pherson
Gospel Mission — Rev. E. Richardson
Church of Nazareth — Pastors Misses E.
Pier & J. Clerk

Contractors, General & Building

Dave St. Lawrence

Dairy

WAINWRIGHT DAIRY Helmer Kjelland

Dentist

Dr. O. B. Hauck
Dr. D. E. Hauck

Doctors

Dr. H. C. Wallace
Dr. J. E. Reedy
Dr. J. D. Wallace
Dr. D. E. White
Dr. W. J. Ponsarini

Druggists

Wainwright Pharmacy Ltd.
THORP'S DRUG & PHOTO CO. — D. M.
Bethune, W. A. Thorp

Dry Cleaning

DOXTON DRY CLEANERS—Joe Betsch
Peter Callies

Electrical Appliances

Sales & Service
TURNER ELECTRIC — C. E. Turner
Inverness Electric — Inverness Bros.

Florist

Pauline's Flowers

Funeral Home

McLeod's Funeral Home

Furniture

F. E. McLeod & Co.

Garages

Raymond's Garage
Drive-In Service — Subway Shop
Dupont's Service Station
Lee's Service Garage
Imperial Motors
Bullale Service Garage
TORY'S SALES & SERVICE

General Merchants

ROBINSON STORES — J. A. Morgan
A. C. ARMSTRONG CO. — W. C. Cole
mao
Cliff's Toy Shop — D. C. Bellman
PATTERSON'S GROCETERIA — W.
Russo
CO-OP ASSOC. LTD. — D. W. Gill
Bill's Sports Wear — W. A. Bellack
Fashion Shop — Miss Madelon
Simpson Sears (Retail Office) Mrs. E.
Belcher

Grain Companies

Pioneer Grain Co. Ltd. — J. Kash
United Grain Growers — P. Maden
Alberta Wheat Pool No. 1 — Ross Bush
Alberta Wheat Pool No. 2 — J. Davison

Hardware Supplies

MARSHALL WELLS STORE — John L.
Mooch
Buckley's Hardware — H. E. Buckley

Hospital

Wainwright Municipal Hospital — 34 beds
Miss D. Sundberg, Matron

Hotels & Motels

TORR PARK HOTEL — J. Kapchuk
WAINWRIGHT HOTEL — Al Walton
WAINWRIGHT HOTEL — Lloyd Only

Implement Dealers

Alan Chapman — Guy Tory
C.C.I.L. — C. McNeill
Cokehead — L. McNeill
I.M.C. — Bullale Service Garage
J. J. Carr — Raymond's Garage
JOHN DEERE — TORY'S SALES &
SERVICE — L. C. Tory
Massey Harris Ferguson — Wainwright
Implement — King Bros.
McCormick-Deere — Guy Tory



Wainwright & District Co-operative Assn. Ltd.

GROCERIES — MEATS — DRY GOODS

PHONE 30 AND 570

WAINWRIGHT

ALBERTA



Wainwright Plumbing, Heating

COMPLETE LINE OF PLUMBING FIXTURES
AGENCY FOR YOUNGSTOWN ALL STEEL KITCHENS

This Business for Sale if Right Offer is Received

PHONE 29

WAINWRIGHT, ALBERTA



Michael Wainwright Delivery



WAINWRIGHT HOTEL WAINWRIGHT, ALBERTA

Five Hail Wainwright

Wainwright Directory

Insurance & Real Estate

Jack Allen
Merna Dale
Stafford Agencies — C. W. Stafford
J. A. MacKenzie

Jeweller

Weller's Jewelry
Thorpe's Drug & Photo Co. (Jewelry Dept.)
E. M. Buchanan, W. A. Thorpe

Laundry

B. C. Laundry — Wong Ping

Library

Town of Wainwright

Locker Service

Model Meats & Lockers

Lumber & Building Supplies

Atlas Lumber Co. Ltd. — Gen. Johnson
Beaver (Alta.) Lumber — P. M. Ansdaw

Meat Markets

Service Meat Market — E. Schumacher
Wainwright District Co-op Association Ltd.
— H. Farnell

Newspaper

The Wainwright Star-Chronicle — L.
D'Albertson

Oil Companies (Bulk)

B.A. Lawrence Dahl
Imperial — Dick Lewis
Anglo-Canadian — W. Ratnay

Optometrist

Branch Office — G. C. Rerfing

Photographers

THORPE'S DRUG & PHOTO CO. — D.M.
Bethune — W. A. Thorpe

Plumbing & Heating

Meyers Plumbing — E. G. Meyer
Wainwright Steel Metal & Heating — Joe
Blanch
WAINWRIGHT PLUMBING & HEAT-
ING — H. J. Brander

Pool Hall

Wainwright Recreation Centre — A. L.
Harden

Postmaster

H. Kerr

Producers & Refiners

WAINWRIGHT PRODUCERS & REFIN-
ERS LTD.

Restaurants & Cafes

Park Hotel Restaurants — Ida Mattson
WAINWRIGHT HOTEL CAFE
Boston Cafe
Buffalo Cafe
Leon's Cafe
Rudy's Milk Bar

Records

Woodward Bar — H. A. Kocks

Schools

High School — J. Humphries

Shoe Repairs & Sales

Smith Shoe Store
O.K. Shoe Repair — Mah. Koo
M. Tivious
A. C. Armstrong Co.

Taxi

BH's Sportswear — J. Tinkow

Taxi

Fryer Taxi — H. Bob's Fryer

Theatres

Alma Theatre
Star Dust Drive-In
Elite Theatre

Transport Companies

Myers Transport

Veterinary

Dr. Max Seville

Wood Craft & Radio

C. A. Wear

TOWN OFFICERS

Mayor — Dr. J. D. Wallace
Secretary Treasurer — J. G. Middleton
Councilors — C. W. Stafford
J. T. May
K. B. Peck
D'Albertson
E. Duff
L. G. Hall
Board of Trade Secretary — J. A. Morgan

1908-1956

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NEW STYLES IN READY TO WEAR

GROCERIES - MEATS - FRUITS - VEGETABLES - DRY GOODS - FOOTWEAR

PHONE 16 and 592

WAINWRIGHT, ALBERTA



Westlock

Population — 1,300
Location — 50 miles north
of Edmonton
Highway — Nos. 16 and 44

DIRECTLY north of Edmonton, the town of Westlock is the centre of a prosperous district where development has been particularly encouraging in recent years.

The town is gaining increasing importance as the marketing and distribution centre for a very large area encompassing some of the richest districts in Northern Alberta's fabulous northland.

Population of the town is just over the 1,300 mark. Westlock is ideally situated to fill the role of a major distribution centre.

It is at the junction of provincial highways No. 16 and 44. The former is hard surfaced from Westlock a short distance east to its junction with Highway No. 2.



Doherty's Garage Westlock

which is the main north-south artery in the province. From this junction south, No. 2 Highway is fully paved through to the American border.

It provides an express route through to Edmonton, Calgary and other major centres.

Northward, Highway No. 2 runs to the Peace River country, Alberta's new agricultural and industrial frontier.

Eventually, Highway No. 16 west of Westlock will provide a new short route over a fully paved highway to the Peace River Country and on into the mineral-rich northwest over the Alaska Highway.

Highway No. 44 originates at Westlock and runs directly north to another junction with Highway No. 2.



Westlock Hardware

In addition to its focal position in Northern Alberta's vital highway network, Westlock is also situated on the Northern Alberta Railways main line north of Edmonton.

It is little wonder then that the town is often referred to as the hub of the new north. Over the years it has become a jumping off point for travellers and business men who are moving in increasing numbers in the Alberta north.

Future development will see Westlock located on what may become the main roads leading from central Alberta up through to the Peace River Country and then beyond into British Columbia or north into the Northwest Territories.

The Northland Arrow Lines provides daily bus service east and west through the town. The northern route is operated by Canadian Coachways.



Aerial view of Westlock

WESTLOCK HARDWARE LTD.

J. P. RENAUD & SONS

Heavy Hardware - Tools and Builders' Supplies
Household Furnishings and Crockery

PHONE 8

WESTLOCK, Alberta

DOHERTY'S GARAGE LTD.

"WE SELL THE BEST AND SERVE THE BEST"

GENERAL MOTORS

MINNEAPOLIS-MOLINE — NORTH STAR PRODUCTS

★ SALES AND SERVICE ★

WESTLOCK, Alberta

P.O. BOX 105

PHONE 50



J. E. Hunter Hardware

Shell and Heavy Hardware

Home Furnishings - China and Giftware
Furnace & Heating Supplies & Installation

Phone Bus. 31, Res. 60

Westlock, Alberta

The tax rate in Westlock is 45 mills on an assessment of \$1,271,000. There is a debenture debt totalling \$165,000.

The Calgary Power Company supplies electricity to the town and surrounding district. There is a municipally owned sewer and water system.

The productivity of the local farming area is indicated by the fact that six grain companies have storage elevators in the town to handle local crops. The elevators are operated by United Grain Growers, Pioneer Grain Company, Alberta Pacific Grain Company, Alberta Wheat Pool, Federal Grain Company and McCabe Grain Company.



Hunter's Hardware Westlock

There is a town constable in addition to a six member detachment of the Royal Canadian Mounted Police to enforce law and order in the town and surrounding district.

The Westlock volunteer fire brigade is a well-equipped, highly-trained organization.

Grades 1 to 12 are taught at the Westlock Public School and the local high school. The facilities at the schools are fully modern.

The Immaculate Hospital in Westlock is a modern, efficiently run institution operated by Roman Catholic sisters.

There are three churches in the town. They are United, Roman Catholic, Anglican and Lutheran.

The Elks, Kinsmen and Legion are among the more active organizations in the community.

The Westlock Memorial Hall is a spacious building which is available to any local group for indoor activities.

The town is very well off for sports facilities and practically all the sports are followed with keen interest. The special pride of the town is a five-sheet, indoor curling rink.

CONKIN'S STORE

P. F. CONKIN

Where Your Dollar Has More Cents

Groceries - Dry Goods - Men's & Ladies Wear

PHONE 72

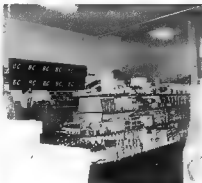
Westlock, Alberta

WESTLOCK DRUG STORE

The Rexall Store

Westlock

Alberta



Rexall's Conkin's Store in Westlock

For the tourist and vacationer, and for that matter the local residents, the town is ideally situated for summer junkets. There are beautiful lakes in the close vicinity which may be reached over excellent, all-weather roads.

The district around the town has been consistently ranked among the best grain growing areas in Alberta.

Mayor M. M. Watt

Secretary Treasurer - C. A. Roulston



Westlock, Hospital

WESTLOCK HOTEL LTD.

R. ANSELMO, Mgr.

FULLY MODERN COFFEE SHOP
IN CONNECTION

PHONE 85

WESTLOCK, ALTA

A. and M. STORE

Qua by Clothing and Footwear for All the Family
Tip Top Tailors Made to Measure Suits
For Men and Ladies

PHONE 137

WESTLOCK, Alberta

Lindahl's Super Market

S. A. LINDAHL, Prop.

PAY CASH — PAY LESS

PHONE 27

Westlock, Alta

Westlock Directory

Auto Body Shops

Doherty's Garage Ltd.
Deshbire Motors Ltd.
Westlock Auto Body — Knappe & O'Donnell

Auto Supplies

Buck-Ponting — Frank Merryweather Ltd.
Frank Merryweather
CHEVROLET OLDMOBILE — DOB-
ERTY'S GARAGE LTD. — H. J.
Doherty
International Trucks — Canadian Imple-
ments — L. E. Clapham
Murray Motors — Pembina Motors Ltd.
— V. J. R. Hughes, A. E. Palliser
Plymouth-Chrysler — Brook's Motors Ltd.
— A. C. Brooks
Studebaker — Miller & Wilcock — E. A.
Miller & Ray Wilcock

Bakery

Westlock Bakery

Banks

Bank of Montreal — Frank Roberts
Bank of Nova Scotia — E. L. Morritt

Barbers

Brad Zacek
Peter Haysdreck

Bartenders

Reggie & Gies — G. R. Reggie & R. A.
Gies
E. W. Stutchbury

Beauty Parlours

Mrs. Elsie Moss
Miss Gaudette Lefebvre

Blacksmith & Welding

Ed. Masal

Chiropractor

Dr. MacLeod

Churches

United Church of Canada — Rev. W. G.
Cram
Roman Catholic — Msgr. E. Ramsey
Anglican Church — Rev. Rev.
Lutheran Church — Rev. E. Zentke

Contractors, General & Building

Geo. Duffelbaugh
Jack Ross
Wifred Holt

Dairy

Northern Alberta Dairy Pool — H. J.
Parris

Dentist

Dr. G. H. Robertson

Doctors

Dr. Geo. Whitford
Dr. H. A. Gilchrist
Dr. H. Haysworth
J. E. Deacon
Dr. Harris

Druggists

WESTLOCK DRUG STORE — H. A.
Schubert
Cooke Pharmacy — P. Cooke

Dry Cleaning

Westlock Dry Cleaners — Leo Pelletier

Electrical Appliances

Sales & Service
Westlock Electric — Maurice Lajarie
Ed's Electric — Ed. Prazak

Funeral Home

Westlock Funeral Parlor — W. H. Peter

Garages

DOHERTY'S GARAGE LTD.
Pembina Motors Ltd.
Brook's Motors Ltd.
Miller & Wilcock
Ships Repair Service
Westlock Farm Equipment
Pembina U.F.A. Co-op Ass'n

General Merchants

LINDAHL'S SUPER MARKET — S. A.
Lindahl
CONKIN'S STORE — P. F. Conkin
Jack's Shopping Center — Jack Sheldy
Gus Hesse — General Store
A. & M. STORE — H. McCloud & P. Arch
Helmberg's Ladies Wear — Eric Helmberg
Margery's Style Shop (Ladies Wear)
Mrs. M. Stutchbury

Grain Companies

United Grain Growers — M. M. Watt
Pioneer Grain Co. — G. Boyd
Alberta Pacific Grain Co. — Geo. Blair
Alberta Wheat Pool — John Bell
Federal Grain Co. — Jack Fraser
McCabe Grain Co. — G. Levan

Hardware Supplies

WESTLOCK HARDWARE LTD. — J. F.
Korndt & Son
McLeod's Hardware — D. Macleod
J. E. HUNTER HARDWARE — Mrs.
M. E. Hunter

Hospital

Immaculate Hospital

Hotels & Motels

WESTLOCK HOTEL LTD. — R. Anselmi

Implement Dealers

Alfa Chalmers — Brook's Motors Ltd. —
A. C. Brooks
C.C.I.L. — Ken Schuster
Couchout — Ed. Misch
I.H.C. — Clapham Implementors — L. E.
Clapham
J. J. Cass — Westlock Farm Equipment —
W. A. Jarvis, Geo. Jones
John Davis — Frank Merryweather Ltd.
P. Merryweather
Murray-Harris Engines — W. H. Glover
Murray-Harris Engines — Doherty's Garage
Ltd. — H. J. Doherty
Oliver — Dave Turner

Insurance & Real Estate

F. W. Nelson — Real Estate & Insurance
Rushmore Insurance Agencies
Bartholomew Insurance Agencies
Reuben & Gies Insurance
Westlock Real Estate — V. Barandak

Jeweller

A. G. Walker
Silver Hansen

Laundry

Mrs. Wilkins & Mrs. Alan

Library

Westlock Community Library — Mrs. G.
Bendley

Locker Service

Westlock Locker Service — R. Dalphond

Lumber & Building Supplies

Besser (Alberta) Lumber Ltd. — J. Housh-
ka

Meat Markets

Westlock Meat Supply — M. Cryderman
Westlock Locker Service — R. Dalphond

Newspaper

Westlock Witness — H. E. Martin

Oil Companies (Bulk)

B.A. Oil — H. D. Roberts
Imperial Oil — J. P. Wapleat & Son
White Horse Oil Co. — G. Pettit
Co-op Oil — R. C. Ponting

Optician

A. G. Walker

Painters & Decorators

G. Van Zalen

Photographers

Westlock Studio

Plumbing & Heating

Westlock Plumbing & Heating — W. Dutka
J. C. Long
D. C. Felsky

Pool Hall

Westlock Billiards — H. Blasco

Postmaster

W. E. Armstrong

Poultry & Feeds

Westlock Hatchery — Geo. Van

Restaurants & Cafes

Hotel Cafe — Geo. Yuen
Union Cafe
Alberta Cafe

Westlock High School — E. F. Eagles
Westlock Public School — Ken Mazou

Shoe Repairs & Sales

Westlock Shoe Repair — F. K. Thibault
Westlock Shoe Store — Mrs. Beckman

Theatres

Roy Theatre — Joe Wojicki

Transport Companies

Coyne Bros. — E. H. & W. E. Coyne

Wood-Coal-Gas, Etc.

Westlock Carriage — F. Wood

TOWN OFFICIALS

Mayor — M. M. Watt
Secretary-Treasurer — C. A. Routledge
Councillors — J. P. Rezend
H. K. Doherty
R. J. Harris
R. F. Corbin
A. C. Brooks
S. A. Miller

Wetaskiwin

Population — 4,500
Location — 45 miles south
of Edmonton
Highway — Nos. 13 and 19

WETASKIWIN is the Indian word for "Hills of Peace" and this euphonious expression as well as any other describes the atmosphere which prevails in the quiet and peaceful little city of Wetaskiwin only 42 miles south of Edmonton on No. 2 highway the main hard-surfaced link between the capita, and Calgary and the United States to the south. The Indian name for "Hills of Peace" was adopted for the tiny settlement by the famed pioneer missionary Father Lacombe. Wetaskiwin has the double distinction of having been founded in the same year as Canadian confederation 1867 - and following its incorporation as a city in 1906 it was known for many years as the smallest city in the British Empire and Commonwealth.

The population of this picturesque city today probably exceeds 4,500, and the population of the surrounding trading area is probably four times greater somewhere near 18,000. There are, for example, some 1,500 farms in the rich mixed farming district served by the city, two-thirds of them owner-occupied. These farms and the surrounding rural-urban population generally account in the main for Wetaskiwin's prosperity, of course



Aerial view of Wetaskiwin



Pearce's Dry Cleaners, Wetaskiwin

Just as an example, the municipal district of the same name in a recent year had within its boundaries some 27,000 head of cattle, 35,000 swine, 230,000 poultry, 7,700 sheep and over 1,000 horses. Grain production is likewise important for the district and the city both.

But this is only part of the story. As the Alberta government's recent economic survey on this city stated, Wetaskiwin also has excellent railway and bus communications in all directions. "Wetaskiwin is centrally located in relation to the major oil fields. Taxes and rates compare reasonably with any other city with utility services. Good living conditions for workers can be provided." Then there are the more intangible but quite as important advantages about which the same report states

"A visitor to Wetaskiwin is impressed by the cleanliness of the city, its paved sidewalks and streets, the variety of its stores, its substantial buildings and the general air of prosperity." To sum up these various advantages, this numerically small but still important Alberta city "is a railway, educational and judicial centre, and is surrounded by a rich mixed farming district."

These advantages merit more detailed consideration. Besides its position on the major No. 2 highway, this city is the junction for Nos. 13 and 19 highways and is on the main CPR railway to Calgary.

The net assessed valuation of city properties in 1954 was \$4,027,040, and the tax rate was 52 mills. A start has been made on paving the 38 miles of streets and already nearly 20 miles of cement and asphalt sidewalks have been laid. Fine sewer and water systems are municipally-owned and operated and the combined mileage exceeds 25 miles. Three-phase 80 cycle electrical power is supplied by Calgary Power Limited under a franchise, and natural gas for heating is provided by North West Utilities from the Viking field.



Merner Motors Ltd., Wetaskiwin



Merner Motors Ltd.

MORLEY G. MERNER, Prop.

Dodge DeSoto Cars and Dodge Trucks
Twenty-Six Years Continuous Service

PHONE 647

Wetaskiwin, Alberta



WALES HOTEL

MODERN ROOMS FULLY LICENSED
COFFEE SHOP IN CONNECTION

P.O. BOX 206

Wetaskiwin, Alberta

PHONE 7

Wetaskiwin Co-operative Association Ltd.

WETASKIWIN BRANCH

Groceries Dry Goods - Hardware and
Lumber Yard

PHONE 33 AND 54

FALUN BRANCH

Groceries Dry Goods - Hardware and
Service Station

PHONE R 3511

Citizens here have a 60-bed modern hospital and new nurses home both of them under the city's administration. The city is headquarters for three school districts public and separate, with 85 teachers tutoring some 2,500 students in Grade One to Twelve in 1954. Professional men administering to the area's health needs include five physicians with private practices, three druggists, two chiropractors, one osteopath, two dentists, and two optometrists.

The municipal government has a city hall for its headquarters, where police and public library also are accommodated. The RCMP, one sergeant and five constables, afford police protection and fire protection is provided by a volunteer brigade efficient and well equipped under the direction of a part-time chief.

Wetaskiwin has more than 100 retail, commercial and industrial establishments and a few wholesale outlets. These include auto repair and supply services, bakeries, building contractors, clothing suppliers, electrical suppliers, drug stores, funeral parlor, furniture stores, some 15 garages and service stations, grocery stores, a flour mill, nearly a dozen implement agencies, insurance and real estate offices, jewelry shops, machine shops, painters and decorators, photographic studios, radio repairers, restaurants, sporting stores, shoe repairers, a seed cleaning plant, wood working and welding firms, 3 licensed hotels and two tourist camps.

There are, of course, the many other services which one associates with a large urban centre, as, for example, bank branches and newspapers. Wetaskiwin has two weeklies.



Wetaskiwin Co-op Store

Spiritual needs are the major concern of 14 churches here: Roman Catholic, Anglican, United, Salvation Army, Pentecostal, Church of God, Nazarene, Norwegian Lutheran, Ebenezer Baptist, Zion Lutheran, Mission Covenant, Wayside Baptist and Evangelical Church.

There are a large number of lodges, service clubs and other societies of men and women active in this Alberta city, including the Masons, Elks, I.O.O.F., Knights of Columbus, Kiwanis, Board of Trade, Legion, Red Cross, handcraft guild, agricultural society, Fish and Game League, art society, parent-teacher association, and Alberta teachers association. There are two theatres, three halls and an armory available for many of the city's social events. Wetaskiwin once yearly plays host to a Class B fair as well.

The Sports Association employs a recreation director to supervise many of the athletic pursuits at the exhibition grounds, Kiwanis playgrounds and the covered and open-air skating rinks. Good fishing and hunting are available to residents and visitors in the trading district.

Wetaskiwin is situated

Mayor _____

Secretary-Treasurer _____

Board of Trade Secretary _____



Baker's Funeral Chapel - Wetaskiwin

Where the Customer is Always the Boss



PEARCE'S

For Finest Dry Cleaning

Wetaskiwin & Camrose, Alberta

NORTHERN DRUG CO.

"THE RXALL STORE"

PHARMACIST W. H. ODELL, PROPRIETOR
Drugs, Cosmetics & Stationery Veterinary Vaccines & Supplies

Phone 56 Wetaskiwin, Alberta P.O. Box 542

TEMPLEMAN BROS.

(WETASKIWIN) LTD.

Plumbing Heating and Gas Fitting
VENTILATION

PHONE 83

WETASKIWIN, Alta.

THE WALIN STUDIOS

OF FINE Portrait Photography

CARL Wm WALIN, Prop.

"ESTABLISHED 1919"

PHONE 117

Wetaskiwin, Alberta

WETASKIWIN STATIONERY

FOR PROMPT COURTEOUS SERVICE
SCHOOL SUPPLIES STATIONERY TYPEWRITERS ADDING MACHINES
OFFICE FURNITURE WALL PAPER

PHONE 53

WETASKIWIN Alberta

BOX 154

Baker Funeral Chapel

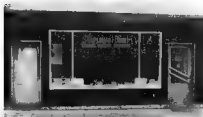
Ambulance Service

Phone 77

Wetaskiwin, Alta.



The Rexall Drug Store, Wetaskiwin



Emporium Bros., Wetaskiwin

DYBERG AGENCIES

Real Estate and General Insurance
If You Would Like to Locate in Wetaskiwin
Contact Us

BOX 1000

Wetaskiwin, Alberta

PHONE 1000



Wetaskiwin



Wetaskiwin Sign Shop

HEMSWORTH CONSTRUCTION LIMITED

D. R. HEMSWORTH, PROP.

ROAD BUILDING AND MAINTENANCE CLEARING LOCATIONS, ETC.

PHONE 731

WETASKIWIN, ALBERTA

ROSENROLL AGENCIES

LLOYD WILSON, Mgr.

General Insurance and Real Estate

PHONE 9

Wetaskiwin, Alberta

McMURDO AGENCIES

Real Estate and Insurance

Phone 14

Wetaskiwin, Alberta

Whitecourt

Population — 500
Location — 96 miles north-
west of Edmonton
Highway — No. 43

ON the newly completed portion of Highway No. 43 which is being pushed through as the direct Edmonton - Peace River - Alaska route, the Local Improvement District of Whitecourt is a thriving centre with a population which has topped the 500 mark.

In addition to its fine road link with Edmonton and other important southern centres, and the prospect of being on what will, undoubtedly be one of the province's main arteries of commerce, Whitecourt is also a well served branch line of the Canadian National Railways.

Canadian Coachways Limited operates a daily bus service through the community.

Electricity for the community and surrounding district is provided by the Whitecourt Light and Power Company Limited.

There are adequate educational facilities, with a public and high school in which Grades 1 to .2 are taught.

There are United and Roman Catholic churches in the community.



McLeod River Service — Whitecourt

While Whitecourt does not have all the facilities of some more populous centres which have been longer established, it has a tremendous potential in the development of Alberta's fabulous near north. It will one day become a main business and distribution centre in this area.

Even now it has many well established business houses. There is a hotel, three restaurants, a number of professional services and an increasing number of general merchants. The community reflects the attitude of the frontier where people are friendly, easy to get along



A Street in Whitecourt

with and quick to lend assistance to each other in building their settlement into one in which they can all take pride.

As mentioned above, completion of Highway No. 43 through to Valley View at the southern tip of the Peace River Country will do much for Whitecourt.

The community is also well situated for water transportation at the confluence of the Athabasca and McLeod Rivers. It is a natural beauty spot which is unsurpassed in the province.

The land around the settlement is mainly river bottom. It is valued at \$50 an acre.

The only grain crops which are grown at the present time are oats and barley. The return on these is encouraging to say the least. The oats yield averages 60 bushels an acre, and the barley 40 bushels.

There are a number of purebred beef cattle herds in the district mainly Herefords. A few farmers also keep sheep and there are some dairy animals.



Whitecourt Lumber Co.

BOSTON CAFE

CHOW HOY Prop.

Meals All Hours. Lunches. Ice Cream.
Cigarettes & Tobaccos. Full Line of Groceries.
WHITECOURT, ALBERTA

Whitecourt Lumber Co. Ltd.

F. E. OGDEN, Mgr.

Lumber Manufacturers and General Store

WHITECOURT

ALBERTA

JOFFRE'S MEAT MARKET

JOFFRE C. HILL, Prop.

Fresh and Cured Meats. Frozen Foods.
ICE CREAM

WHITECOURT

ALBERTA



MacLeod River Tourist Services Ltd.

CHEVROLET OLDSMOBILE - CHEVROLET TRUCKS PONTIAC
BUICK GMC TRUCKS
MODERN GARAGE SITUATED ON HIGHWAY NO. 43

PHONE 3R2

WHITECOURT, Alberta

Whitecourt Directory

Ambulance Service

K. Widen

Auto Body Shops

MacLEOD'S TOURIST SERVICES LTD.
— C. N. Ferns

Auto Supplies

BUICK PONTIAC — MacLEOD RIVER
TOURIST SERVICES LTD. — C. N.
Ferns

Chevrolet-Oldsmobile — MacLeod River
Tourist Services Ltd. — C. N. Ferns

Barbers

R. Klymchuk

Blacksmith & Welding

R. Kimmy

MacLeod River Tourist Service Ltd.
— C. N. Ferns

Chapels

United Church — K. C. Leslie
Roman Catholic Church

Construction Companies

Western Construction Lumber Co. Ltd. —
A. J. Miller

Doctors

Dr. Letts 1 1/2 day once a week

Garages

MacLEOD TOURIST SERVICE LTD.
— C. N. Ferns
Imperial Oil Service

General Merchants

Western Construction Lumber Co. — C.
W. Ooms
WHITECOURT LUMBER CO. — Frank
Ogden

Hardware Supplies

Western Construction Lumber Ltd.
WHITECOURT LUMBER CO. LTD.
— F. E. Ogden

Hotels & Motels

Whitecourt Motel — Roy Reeves

Implement Dealers

None

Insurance & Real Estate

G. F. Graham

Lumber & Building Supplies

Western Construction & Lumber
WHITECOURT LUMBER CO. LTD. —
F. E. Ogden

Meat Markets

Jelly's Hill JOFFRE'S MEAT MAR-
KET

Oil Companies (Bulk)

North Star Western Construction
Imperial Oil John Hayda

Painters & Decorators

Frederic Davis

Pool Hall

R. Klymchuk

Postmaster

J. F. Graham

Restaurants & Cafes

BOSTON CAFE — Chow Hay
Hotel Coffee Shop — Raynes
MacLeod Tourist Service Ltd. Restaurant

Theatres

Legion Show Twice Weekly



Willingdon

ONE of Alberta's best mixed farming districts surrounds the village of Willingdon about 75 miles northeast of Edmonton.

A consistently good producing area, the land in the district has a record for returning crops which over a long period have averaged out to 30 bushels an acre when sown to wheat, 50 bushels an acre in oats, 40 bushels in barley and 30 bushels in rye.

The population of the village is just over 500. It serves a district in which the population is estimated at more than 3,000.

The Canadian Pacific Railway's Edmonton-Lloydminster branch passes through Willingdon. That Provincial Highway No. 45 is an excellent all-weather thoroughfare which provides routes to points north and south. The Sunburst Bus Company has a daily schedule operating through the village.

Population — 500
Location — 75 miles north-east of Edmonton
Highway — No. 45

The assessment in Willingdon is \$491,925. The tax rate is 45 mills. There is a sewer and water debenture debt of \$100,000.

Canadian Utilities Limited supplies light and power to the village and surrounding district. Both sewer and water services have been comparatively recently installed. The service covers the entire built up area of the township.

There are facilities for all summer and winter sports in the village. The Willingdon Curling Club has a particularly active membership which has provided fine accommodations for the Roanoke Game.

Willingdon is in the Municipal District of Eagle No. 81.

Mayor — Ludwig Nawalkowsky
Secretary-Treasurer — Harold R. Savage
Chamber of Commerce Secretary — G. E. Dickson

Willingdon Drug Store

L. NAWALKOWSKY, Druggist

"Prescription Service is Our Pride"

PHONE 17

BOX 102

WILLINGDON, Alberta

Your Home Away From Home The

Alberta Willingdon Hotel

Modern Comfortable Guest Rooms

Tasty Home Cooked Meals - Fully Licensed Premises

Phone 10

Pete Sawchuk

Willingdon, Alta.

Willingdon Directory

Auto Body Shops

Boychuk Motors
Belsick Brothers

Auto Supplies

Belsick Brothers Willingdon Motors
Corbin-Ottobelle Willingdon Motors
Ford-Monarch — Boychuk Motors
International Trucks — Doris Service
Plymouth-Chrysler — O. P. Pedersen

Bakery

Willingdon Bakery — Mrs. A. Stewart

Bank

The Canadian Bank of Commerce

Barbers

Harry Chorney
George Dary

Barrister

Harold R. Savage

Beauty Parlour

Lenz Frischuk

Blacksmith & Welding

Wick Frischuk
Alex Kucharski
Alex Cofens

Bowling Alley

John A. Garrick

Churches

Ukrainian Greek Orthodox Rev. D.
Lorah
Roman Catholic Church

Contractors, General & Building

A. B. Shandor
Harry Zubinski
Harry Drepsak
William Meehlak

Dairy

Metro Karkashewski

Doctor

Dr. W. G. Lerner

Electrician

Ludwig Nawalkowsky — Willingdon Drug

Electrical Appliances Sales & Service

William Pawluk

Garages

Boychuk Motors Belsick Bros.
Doris Service O. P. Pedersen
Willingdon Motors Nick J. Gordich

General Merchants

William Tebbe — Willingdon Trading
Red & White — Fred Kozak
Zukewsky & Son
Peterson Supply Martin Thachuk
A. Diefels
Brewing Bros.
Belsick Brothers Shop — Mrs. Rita Shandor

Grain Companies

National Grain Co. Ltd. Metro Karkashewski
United Grain Growers Ltd. No. 1 —
Willingdon Pawluk
United Grain Growers Ltd. No. 2 —
Steve S. Shandor
Alberta Pool Elevator — George Thachuk
Sawie Grain Co. Ltd. — George Kozak
Pioneer Grain Co. Ltd. — George N. Shandor

Hardware Supplies

The Imperial Lumber Co. Ltd.
The Saskatchewan Lumber Co. Ltd.
A. Gierke
Shandor Woodworks & Hardware

Hospital

Willingdon General Hospital

Hotels and Motels

Alberta Willingdon Hotel Co. Ltd.

Implement Dealers

Colaschuk Belsick & Son
J. A. C. Doris Service
J. J. Coss Willingdon Motors
John Deere O. P. Pedersen
Murray-Harris-Peterson Belsick Bros.
Oliver Nick J. Gordich

Insurance and Real Estate

Harold R. Savage
Nick W. Swick

Library

Willingdon Public Library (In School)

Lumber and Building Supplies

The Imperial Lumber Co. Ltd.
The Saskatchewan Lumber Co. Ltd.

Meat Markets

Nick Kucharski
Ella Gordichuk

Newspaper

The Eagle Review (Printed in Edmonton)

Oil Companies (Bulk)

North Star Oil Ltd.
Imperial Oil Ltd.
Great West Distributors Ltd.
Anglo-American Exploration Co. Ltd.

Painter and Decorators

A. B. Shandor
Mosel & Holmewychuk
John Morgan

Pool Hall

John A. Garrick
William M. Belsick

Postmaster

N. W. Shandor

Poultry and Feeds

William Pawluk (United Grain Growers Ltd.)
Nick J. Gordich
Zukewsky & Son

Restaurants and Cafes

Easy Corner Coffee Shop
Edmore Cafe
Alberta Willingdon Hotel Co. Ltd.

Schools

Willingdon Public & High School — George Kucharski

Shoe Repairs and Sales

William Sawchuk

Theatre

There's a week in Willingdon Hall

Transport Companies

George Fedich
Murray Rosario
Karl Enck
Karl Kribs
Walker Franchuk

Wood-Coal-Gas-Etc.

The Imperial Lumber Co. Ltd.
O. G. G. Ltd.
Sawie Grain Co. Ltd.
Saskatchewan Sawmills Ltd.

Town Officials

Mayor — Ludwig Nawalkowsky
Secretary-Treasurer — Harold R. Savage
Councillors — Jack M. Zukewsky
Steve S. Shandor

Board of Trade Secretary

G. E. Dickson

Youngstown

Population — 400

Location —

Highway — No. 8

THE southern Alberta village of Youngstown is located in one of the province's good grain districts where the long term average yield on wheat is just over 20 bushels per acre.

It has a population of close to 400, and it is the marketing, distribution and social centre for a district population of just over 2,000.

Youngstown is located on a Calgary branch line of the Canadian National Railways which gives it quite adequate train service. Provincial Highway No. 8, a first rate all-weather route, also runs through the village and provides another direct transportation link through to Calgary. The highway is paved from a point just east of Drumheller into the Southern Alberta city.

Greyhound Bus Lines operates a twice-daily service over the highway which runs east to the Saskatchewan border.

There is no municipal debt in the town. The tax rate is 55 mills.

ART'S SERVICE

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PHONE 1282

YOUNGSTOWN, Alta.

Canadian Utilities Limited supplies the electrical power for the village and surrounding district. There is no sewage system, but residents have good private supplies of water.

There are four churches in the village.

The Youngstown Community Club is a very active organization which sponsors most of the sports activities in the village.

The Community Hall is a centre of activity for residents of both the village and district.

Located as it is in fair proximity to Antelope Lake, the village also provides a good summer vacation area, not only for tourists, but also for local residents who make much use of the nearby swimming, boating and fishing facilities.

The sandy loam soil of the surrounding district is a good producer. It is valued at upwards to \$25 an acre.

There are a number of herds of beef cattle in the district, but there are not many purebreds.

Some farmers also keep swine and sheep. And there is a small dairy industry.

Youngstown is in a special area. The Area Secretary is A. McIntyre.

Mayor — D. Laughlin

Secretary-Treasurer — F. Schofield

Board of Trade Secretary — G. A. Marr

Youngstown Directory

Auto Body Shops

Central Garage
Youngstown Motors

Barber

R. Bowman

Churches

4 churches ???

Contractor, General and Building

Houghton's Woodcraft & Construction —
E. N. Houghton

Dairy

Miller's Dairy

Electrical Appliances Sales & Service

Sutherland's — G. Sutherland

Garages

Central Garage
Laughlin Bros.
Youngstown Motors

General Merchandise

U.F.A. Co-op
Red & White Store — G. A. Marr

Grain Companies

Alberta Wheat Pool — A. Chaney
Pioneer Grain Co. — C. Coates

Hardware Supplies

U.F.A. Co-op

Hotel and Hostel

Empire Hotel Youngstown Hotel Co.

Implement Dealers

Coyshull — Central Garage
J. H. C. — Art's Service — A. Berg
John Deere — Youngstown Motors
Massey-Harris-Perguson — Laughlin Bros.
McCormick-Deering — Art's Service —
A. Berg

Meat Market

G. A. Marr

Oil Companies (Bulk)

Purity 50 — L. A. Van Matt
Imperial Oil — M. Laughlin
Made Leaf Petroleum

Painters and Decorators

E. N. Houghton

Restaurant & Cafe

Empire Cafe

Transport Company

Ashes Transport — E. Withers

Vulcanizing

Central Garage

Wood-Coal-Gas-Etc.

Pioneer Grain
Alberta Wheat Pool

Town Office

Mayor — D. Laughlin
Secretary-Treasurer — F. Schofield
Commission — Special area

Board of Trade Secretary

G. A. Marr

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Youngstown, Alberta

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YOUNGSTOWN, ALTA.



*Alberta's
Playgrounds*



Banff

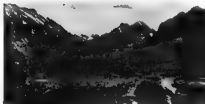
Population — 2,500.
Location — 84 miles west of
Calgary
Highway — No. 1

It usually only takes one word to describe what is undoubtedly Canada's most popular national park—that word is "Banff".

Banff National Park in Alberta is the oldest and second largest of Canada's national playgrounds. It was established in 1885 and has an area of 2,564 square miles. The Park extends from the rolling foothills of the Rocky Mountains on the east to the continental divide on the west.

Banff today, as stated is one of the most popular holiday resorts, not only for Canadians but for all people on the North American continent for it offers the visitor awe-inspiring scenery twelve months of every year with its towering snow-capped mountains, beautiful lakes and streams and a scene of wonderland that nature has left unscarred by present day civilization.

Among its great mountain ranges, distinct in character from the Selkirk Mountains to the west, the snow-capped summits of hundreds of lofty peaks pierce the clouds. Between the ranges the valleys are mantled with forests and coursed by streams or set with sparkling lakes. In the northern part of the park, straddling the great divide



Looking east the Bow River flows over Banff townsite

of the Rockies lies the vast Columbia Ice-field, a remnant of the Ice Age.

The park includes the famous resorts of Banff and Lake Louise from which radiate systems of motor roads and saddle-pony trails. Adjoining Banff Park on the north is Jasper National Park, and to the west in British Columbia are Yoho and Kootenay National Parks, all linked together by railway or highway.

The townsite of Banff is located on the Trans-Canada No. 1 highway just 84 miles west of Calgary. It has a population of about 2,500 and is served by the Canadian Pacific Railway, with frequent daily trains. Greyhound Bus Lines, Brewsters Transport and Rocky Mountain Tours also serve the resort.

Banff is also the administrative centre of the park. It is also the main outfitting centre for motor, trail, and hiking trips. As a government townsite it possesses many interesting features. Its streets are broad and well kept and its public services include electric lights, water and sewer systems, hospitals, churches, schools, banks, stores, theatre, hotels, public baths and a museum.

Excellent accommodation—ranging from luxury hotels to the modest comfortable cabin—is available in Banff. The Banff Springs Hotel operated by the Canadian Pacific Railway is a magnificent edifice. It is ideally situated and contains ballroom, heated swimming pool, tennis courts and complete transportation systems. Several other hotels, bungalow cabin camps, tourist cabins, furnished cottages and rooms are also available. Complete information concerning accommodations can be obtained from the Banff Information Bureau.



Overlooking Bow Falls at Banff

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BANFF, Alberta

More than a century has passed since this region was first seen by the white man. It is probably that David Thompson entered what is now the park by way of the Red Deer River in 1800, although the first recorded visit to the site of Banff itself was made in 1841.

That year in August, Sir George Simpson, Governor of the Hudson Bay Company penetrated the Bow River Valley from the east. He passed Lake Minnewanka and Cascade Mountain, ascended Healy Creek and crossed the summit of the Rocky Mountains by Simpson Pass.

The Cascade Rock Garden surrounding the Administration building in Banff is a most see for tourists. Constructed in a series of small plateaus, connected by small cascades which tumble from pool to pool, the garden contains a profusion of flowers, plants and shrubs. Rustic bridges, pergolas and pavilions connected by flag-stone walks, invite visitors to stroll through this delightful area.

Other points of interest in the Banff townsite area is the Park Museum, with its exhibits of fauna, flora and geology of the region. On the banks of the Bow River, close to the museum, Central Park forms an ideal place for picnicking. A two mile ride brings the visitor to the wild animal paddocks, which contain buffalo, elk, bighorn sheep and mountain goats. Other short drives take the visitor to the Tunnel, Mountain drive and the drive up Stoney Squaw Mountain to the ski slopes on Mount Norquay. An added attraction to this area is the chairlift on Mount Norquay, which makes it possible for visitors to enjoy an excellent view of the mountains and valleys from an elevation of 8,855 feet.

Outstanding among the attractions at Banff are the mineral hot springs. Three of the five principal springs have been developed and are accessible by good roads. At the Cave and Basin springs, one mile from Banff, two outdoor pools are available for public use. The larger pool, has a promenade, sun-room and glass windows. The smaller pool is suitable for children and non-swimmers.

OPPORTUNITIES FOR RECREATION —

Banff National Park is a year round recreation centre. Favourite summer sports include hiking, riding, climbing,



Lake Louise & Victoria Glacier

boating, tennis, fishing and golf. Miles of smooth dustless roads provide easy motoring through the mountain valleys and over the passes. In winter the snow covered slopes offer remarkable sking.

There are almost 1,000 miles of well kept trails in the park. Outfitters at Banff supply guides, ponies, tents and other necessary equipment for outings to such places as the Mount Assiniboine, Egypt Lake, Skoki Valley and Columbia Ice Field regions. Supervised four-day outings are held each year by the Trail Riders of the Canadian Rockies.

Banff Springs golf course, operated by the Canadian Pacific Railway is located out along the base of Mount Rundle in the Bow River Valley. It has four sets of tees for each hole, and provides unusual variety of play.

Banff has developed into an outstanding winter sports resort and is the centre of vast territory where skiing lasts from December until April.

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BANFF, ALBERTA



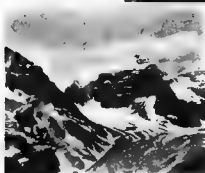
Fly casting at Moriel Lake



Tyroler ranch is as found among the slopes of the Rockies



Mount Norquay Chair #1



Mount Lefay & Plain of Six Glaciers



Trailer Camp near Banff

Elk Island

- - - National Park

ELK ISLAND National Park, the home of Canada's national herd of plains buffalo, is situated in central Alberta, within an hour's drive of Edmonton, the provincial capital. It enjoys the distinction of being the first national park in Canada to be set aside primarily as a wild animal reserve, having been established in 1908 to preserve from extinction the wapiti, or elk of the region. As the result of developments which have been carried out to enhance the park's natural attractions, it is also serving as an important outdoor playground and in the summer it is visited by thousands of vacationists.

The park contains an area of 75.2 square miles, and is surrounded by a strong wire fence. It occupies part of the extensive undulating region known as the Beaver Hills, and among its well-timbered knolls and gulches are broad, open meadows, abundant in wild hay. It is a natural range for big game species such as elk, moose, mule deer and buffalo, and in summer its numerous small lakes and ponds form ideal resting places and breeding grounds for waterfowl of many kinds.



Wapiti Inn at Elk Island National Park

The park is easily reached from the south, west and north by provincial highways. Highway No. 16 crosses the park, and the south gate is situated about 27 miles east of Edmonton. An approach from the town of Lamont on Highway No. 15 may be made via the northern gateway, and access is also provided by a country road which crosses the western boundary within a mile of the park headquarters.

Lines of the Canadian National Railways pass within a short distance of the northern and southern boundaries of the park. The city of Edmonton, 36 miles distant from the park headquarters is served by the CP and CN railway systems, and possesses one of the most important airports in western Canada.

Numerous lakes in the park provide an additional attraction for the visitor. Astotin Lake, the largest, is about two and a half miles long and a mile and a half wide. It is studded with numerous islands, several of which are connected to the mainland by rustic bridges. Among these are Long Island, on the western side of the lake and Elk Island, off the south shore, on which a

Location — 27 miles east of
Edmonton,
Highway — No. 16.



A cabin on the Lake at Elk Island National Park

camp is established in summer by the Boy Scouts. In the southern part of the park are Tawayik, Little Tawayik, Otter, Paul and Long Lakes, as well as many ponds and sloughs.

The administration of the park is carried out by a resident superintendent. The Administration Building and the superintendent's residence are situated on the western side of Astotin Lake, about nine miles from the southern gateway, and less than a mile from the western entrance. Information concerning the animals and other attractions in the park, as well as literature and printed guides, may be obtained at the superintendent's office.

Accommodation in the park is provided by two bungalow camps containing 20 cabins each. In addition, there is a large camp-ground near Sandy Beach for the convenience of visitors bringing their own camping equipment or arriving in automobile trailer cabins. A permit issued on payment of a small fee entitles the camper to the use of a camping lot and equipped kitchen shelters.

Opportunities for the enjoyment of summer sports are many. On the eastern side of Astotin Lake a recreational centre, known as Sandy Beach, has been developed. Here is a long stretch of fine, clean sand shelving gently into the water, which affords good bathing under safe conditions. Dressing rooms are available for visitors and a board walk on the beach provides a vantage point from which to view the lake.

A nine-hole golf course has been built on a rolling plateau southeast of Astotin Lake. The fairways and greens are flanked by forest growth and are maintained in fine condition. Small ponds worked into the layout add interesting hazards to the course. An attractive clubhouse, where light refreshments are served, overlooks the lake and is at the disposal of visitors.

Elk Island National Park has been instrumental in preserving outstanding examples of big game in natural surroundings. It also provides opportunities for outdoor life and recreation under pleasant conditions, and is rapidly becoming an important unit in Canada's system of National playgrounds.

WAPITI INN

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Jasper Park

JASPER National Park, established in 1907, is the largest of seven national playgrounds in the mountains of Western Canada. It has an area of 4,300 square miles in the heart of the Rocky Mountains, and includes regions of superb alpine beauty into which comparatively few visitors have penetrated.

Adjoining Banff National Park on the south, Jasper National Park is the northern part of a vast mountain kingdom which extends for more than 250 miles along the eastern slope of the Rockies. The boundaries of Jasper Park enclose a series of lofty and almost parallel ranges running from southeast to northwest. The folds, upheavals, and faults in the rock strata are visible everywhere, as are the evidences of erosion caused mainly by great glaciers which once filled the valleys. In the southern part of the park the ice-crowned summits of the mountains rise from the perpetual sea of snow and ice known as the Columbia Ice-field.

Few sections of the Canadian Rockies rival the Jasper region in historical associations. Through its mountain wilderness travelled the early explorers who opened



Peterson Mountain overlooks the beautiful golf course at Jasper Park Lodge.

up this section of Canada to the lucrative fur trade. Along the "Athabasca Trail"—as the route across the mountains was called—passed the cavalcade of adventurers, scientists, and fur traders on their way to and from the Pacific Coast.

The Athabasca Valley also figured in the struggle between rival companies for control of the traffic in furs within the mountains, which was ended in 1821 by the amalgamation of the North West Company and the Hudson's Bay Company under the name of the latter. The park owes its name to Jasper House, a trading post established about 1813 by the North West Company on the Athabasca River.

Jasper National Park is accessible by railway and motor highway. It is served by the transcontinental line of the Canadian National Railway, which provides daily service from points east and west. The township of Jasper—a railway divisional point—is less than three days by rail from Montreal and Chicago, and only 18 hours from Vancouver.

Connections with the park may be made by motor highway from the south and northeast. A direct approach from Banff and Lake Louise in Banff National Park is

Population — 1,500.
Location — Just south of
Banff National Park.
Highway — Nos. 1A & 16



1934- is level in the Picturesque Athabasca Valley

provided by the Banff-Jasper Highway. This highway (1A) intersects the Trans-Canada Highway (No. 1) which crosses Banff National Park, and, with the aid of connecting provincial highways, links up with motor routes from Saskatchewan, Alberta, British Columbia, and points in the United States.

The park also may be reached from Edmonton, the capital of Alberta, over Provincial Highway No. 16, which enters the park from the northeast. The distance from Edmonton to the park boundary is 203 miles, and from the boundary to the town of Jasper, 32 miles. Edmonton is on the main route of Trans-Canada Air Lines, and this air service connects with others operating in Canada and the United States.

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Healthful Recreation at Mistle Hot Springs

Situated almost in the centre of the park is the townsite of Jasper, which contains the administrative headquarters and is a base for varied activities. The Administration Building is situated on Connaught Drive, nearly opposite the railway station. It contains the office of the park superintendent and the Engineering Division. An Information Bureau, where visitors may obtain maps, literature, and information concerning accommodation, travel, and the attractions of the park, is located on the Boulevard just north of the Totem Pole.

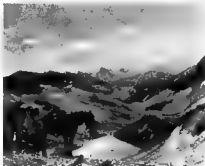
An all-year resort, Jasper has a permanent population of about 1,500 and has water, electric light, sewer, and telephone systems. Postal and telegraph services are also available. Hotels, bungalow cabins, restaurants, motion picture theatre, churches, hospital, schools, and playgrounds provide the comforts of community life. In addition to garages and service stations, there are several outfitters and transportation companies available to those desiring to make excursions by saddle pony or motor.

Jasper National Park contains accommodation to suit almost every taste and purse. Within the townsite itself are three hotels. Three miles distant by highway is Jasper Park Lodge, a luxurious log cabin type hotel, operated by the Canadian National Railways. It consists of a main lodge and numerous well-equipped bungalows of varying size, beautifully situated on the shores of Lac Beauvert. Its appointments include dining-room, ballroom, outdoor swimming pool, golf course, tennis courts and complete transportation system.

Situated within a few minutes drive of Jasper are five fine bungalow cabin installations, and farther afield are chalets, bungalow cabins, youth hostels, and tent cabin camps, all accessible by highway or trail. Rooms are available in the townsite of Jasper, and tea-rooms are operated during the summer at Pyramid Lake, Pocatonton, Maligne Canyon and Mount Edith Cavell. Complete information concerning accommodation may be obtained from the Park Information Bureau.

Visitors to Jasper will find many places of interest within easy reach of the town, either afoot, by saddle pony, or by motor. Beautiful Lac Beauvert, four miles distant across the Athabasca Valley, is accessible by highway or pony trail. Among the evergreens on its landscaped shores nestle Jasper Park Lodge and bungalows. From the grounds, magnificent views may be obtained of Pyramid Mountain to the west, and the snow-capped summit of Mount Edith Cavell to the south.

From Jasper a good road may be followed to Maligne Canyon and Medicine Lake. The route skirts several small lakes, including Annette and Edith, and ascends



The sky line trail

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Burgers at Jasper Park Lodge

the slopes of Signal Mountain by long, easy grades, the Maligne Canyon is a remarkable example of erosion. The gorge, 188 feet deep, has been cut through the rock strata by the action of the Maligne River. Interesting pot holes carved by water and revolving boulders, are also to be seen.

The drive to Mount Edith Cavell, 18 miles from Jasper, follows the old "Athabaska Trail" for nine miles south along the Banff-Jasper Highway, then branches off to ascend the Astoria River Valley by easy grades. The views everywhere are magnificent, culminating with the spectacle of towering Mount Edith Cavell and its Angel Glacier. The latter owes its name to lateral wings which join the main glacier and give the appearance of a flying figure. From a tea-room at the foot of the glacial moraine a trail may be followed to the toe of the glacier.

Bathing and swimming may be enjoyed at Lake Annette and Edith where dressing-room accommodations will be found, and in swimming pools with heated water at Jasper Park Lodge and Mistle Hot Springs. Canoeing on Lac Beauvert is a favoured pastime, especially in the evenings, and boats are also available at Edith, Medicine, Maligne, and Pyramid Lakes. Numerous short hikes are available to visitors who like to do their exploring on

foot. Tennis may be played at Jasper Park Lodge. A new recreational centre is being developed in Jasper townsite. It will include an athletic field, tennis courts, a bowling green, and a heated outdoor swimming pool. For winter activities curling and skating rinks will be provided.

The golf course at Jasper Park Lodge is one of the finest on the continent. It is situated at the base of Signal Mountain and skirts the shores of Lac Beauvert. A club-house, a professional, and services of caddies, are at the disposal of visitors.

The lakes and streams of the park are well stocked with game fish including cutthroat, rainbow, Dolly Varden, Kamloops, and eastern brook trout. The Medicine-Maligne Lake system has a world-wide reputation for the fighting qualities and abundance of its speckled trout. The Amethyst Lakes in Tonquin Valley, Jacques, Pyramid, Patricia, Caledonia and Dorothy Lakes are also noted for their fishing.

Jasper National Park offers unlimited scope for mountain climbing. There are hundreds of peaks, many of them rising to heights of 10,000 feet or more. The Tonquin Valley, Fryatt Valley, Columbia Ice-field and the Maligne Lake regions contain many negotiable peaks, and there are several in the vicinity of Jasper which are comparatively easy to ascend. The Alpine Club of Canada frequently holds its annual camp in Jasper National Park.

A good downhill ski course has been developed on the slopes of the Whistlers Mountain. Remarkable snow conditions also prevail in the Tonquin Valley, Columbia Ice-field, Signal Mountain, the Marmot Basin and the Maligne Lake Regions. Skating and curling are also numbered among winter sports at Jasper. A snowmobile service is now in operation to a number of these skiing areas, and chalets are being built for the convenience of skiers.



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JASPER NATIONAL PARK, ALBERTA



Sylvan Lake

Population 1,255
Location — 12 miles west
of Red Deer
Highway — No. 11

TWELVE miles west of Red Deer is the popular and beautiful Alberta resort of Sylvan Lake, known for many years by the much less attractive name of Snake Lake. This holiday centre is also within reasonable driving distance of both Edmonton and Calgary and enjoys excellent communications facilities. No. 11 provincial highway, which is paved, both CNR and CPR service and bus service four times daily.

The population of Sylvan Lake in 1954 was 1,255 and the district population served by this urban centre is around 5,000. In the town itself there are about 400 permanent homes and 500 cabins. Resort facilities by the lake are excellent including tourist cabins, lodges, halls, courts and a ballroom, a playground and a nine hole golf course.



Wester's Cabins at Sylvan Lake

The district farm land is clay and black loam, valued at an average of \$35 to \$50 per acre. Long-term yields are 20 bushels per acre for wheat, 35 bushels for oats, 25 bushels for barley and 15 bushels for rye. There are a number of purebred cattle herds maintained, chiefly Holsteins with a few Herefords and Aberdeen Angus. Feeding cattle are numerous and there is an average number of swine.

First settlers in the Sylvan Lake district took out their homesteads in 1899. The urban centre which grew up subsequently was incorporated as a village in 1913 and raised to town status in 1948. In 1955 the taxable assessment valuation of urban properties was \$1,267,100.



The beach and jet at Sylvan Lake

the tax rate was 57 mills and the municipal debt (for a sewer system) totalled \$165,000. The sewerage system was installed in 1934. Power is supplied by Calgary Power Ltd. Fire and police protection are provided by the town.

Among the business places in this pretty resort town are the many tourist camps, courts and cabins already mentioned, two bakeries, auto suppliers, a dairy garage and service stations, several general and specialized retail stores, two hotels, two hardware, implement agencies, a jeweller, meat markets, a local newspaper (The News), bulk oil stations, several restaurants and cafes, a theatre and a taxi company and a plumbing and heating firm.



Sylvan Lake Creamery

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P.O. BOX 71

SYLVAN LAKE, Alberta



Gerry's Cabins and Auto Court at Sylvan Lake

Sylvan Lake has four church groups - Anglican, Pentecostal, Catholic and Presbyterian. There is a seven-room public school, in which the eight elementary grades are taught. Active organizations here include the Board of Trade, the Lions, Legion, IOOE, Boy Scouts and the various groups affiliated with the church congregations.

Sylvan Lake is in the Rural Municipality of Red Deer, No. 55. The rural secretary is H. Stringer, Red Deer, and the reeve is Cliff Doan, Pethold.

Mayor — R. German, Sr.

Secretary-Treasurer — David L. White



Pinecroft Cabins — Sylvan Lake



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SYLVAN LAKE, Alberta



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SYLVAN LAKE, Alberta



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PHONE 206

SYLVAN LAKE, ALTA.

Waterton Lakes

Location — adjoins Glacier
Nat. Park in Montana
Highway — No. 3

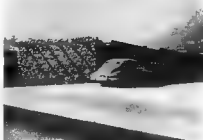
WATERTON Lakes National Park is situated on the southwest corner of Alberta along the eastern slope of the Rocky Mountains where they approach the International Boundary line. It has an area of 204 square miles. The park adjoins Glacier National Park in Montana, with which it forms Waterton-Glacier International Peace Park.

The mountains within the park have been shaped by ancient glaciers and erosion from rocks that are among the oldest in the Rockies. The glaciers have long since disappeared, but their sculpturing effects are still visible in many places. At the head of many valleys are great amphitheatres—now occupied by rock-rimmed lakes and tarns—with the marks of ice-chiselling clearly visible on almost sheer walls.

A characteristic of the mountains is their remarkable colouring. Outcroppings of red dish shales darkening to wine and purple, green, and tawny gold give the peaks a warm and brilliant tone. Some have sharp pyramids formed of yellow shales which glisten in the sunrise and sunset, while others have summits and slopes banded with red.

Upper Waterton Lake, from which the park takes its name, is seven miles long and nearly one mile wide, and occupies a deep trench between two high mountain ranges. The lake is crossed by the International Boundary and its beauties are thus shared both by Canada and the United States.

As a result of legislation enacted by the Government of Canada and the United States in 1932, Waterton Lakes and Glacier National Parks were proclaimed the Waterton-Glacier International Peace Park. This action was inspired by a desire to commemorate permanently the peace and goodwill which has existed between the peoples of the adjoining countries for more than 100



A Waterton Lake, Waterton Lakes

years. Each section of the Peace Park however retains its individuality and separate administrative rights.

Waterton Lakes National Park is accessible by motor highway. From the east approach may be made over Provincial Highway No. 3 from Lethbridge to Pincher and from the south over Highway No. 6 to the park. An alternative route is provided by Highway No. 5 through Cardston. From the north, a hard-surfaced route is available from Edmonton and Calgary over Highway No. 2 to Macleod and thence over Highways 3 and 6 to the park. From British Columbia on the west, approach may be made over Highway No. 3 and 6.

The most direct approach from the United States is by way of the Chief Mountain International Highway which links Glacier and Waterton Lakes National Parks. This highway intersects United States Highway No. 89 a few miles north of Babo, Montana, and crossing the northeast corner of Glacier Park, enters Waterton Lakes Park at Chief Mountain customs port. This highway also forms a link in a direct, hard-surfaced route from the International Boundary to Banff and Lake Louise.

The nearest rail points are Pincher, situated on a main line of the Canadian Pacific Railway 39 miles from park townsite, and Cardston, also served by the CPR which is 35 miles distant. Both points have a bus service to the park. A bus service is also operated between points in Glacier and Waterton Lakes National Parks.



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Looking up Waterton Lake

The village of Waterton Park is the park townsite and a centre of activities. It occupies a wide flat at the northwest end of Upper Waterton Lake in the shadow of Mount Crandell. A resident superintendent is in charge of administration of the park. The Administration Building is near the centre of the townsite and contains an Information Bureau where literature, maps and information concerning the park may be obtained. The visiting season extends approximately from May 1 to Sept. 30.

In the business section will be found stores, restaurants, drug stores, hotels, garages, service stations, motion picture theatre and dance hall. The townsite has water, electric light and sewer systems. Postal and long distance telephone services are also available. Trees and flower-beds enhance the appearance of the boulevards.

Within the townsite are a children's playground, an athletic field, and public tennis courts. There is good

swimming in the warm waters of Lake Linnet, near the townsite, where dressing room facilities are available. There is also a privately operated pool in the townsite. A power boat, operated between Waterton Park and Goathead Landing in Glacier Park makes several trips daily up and down the lake. Small boats are available for hire at the townsite docks.

Excellent fishing is found in the lakes and streams of the park. Upper Waterton Lake contains great lake trout, cutthroat trout, and Rocky Mountain Whitefish. Rainbow Dolly Varden and eastern brook trout are also caught in park waters. The Government fish hatchery, situated on Highway No. 6 about six miles north of the townsite, is frequently visited. Fish rearing ponds in the townsite are also open to inspection. The 18-hole park golf course is situated on the rolling slopes east of Mount Crandell. For a nominal fee, golfers may have the use of the course as well as a small club-house situated near the first tee.



Mount Crandell from Chief Mountain International Highway



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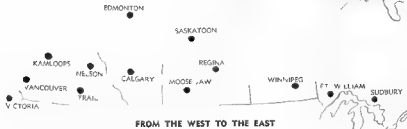
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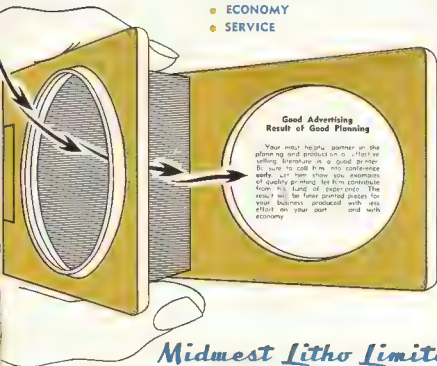
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